8/15/38

IN THIS ISSUE: Survey of Spot Business Prospects

BROADCASTING

Broadcast Advertising

Vol. 15 • No. 4

AUGUST 15, 1938
WASHINGTON, D. C.

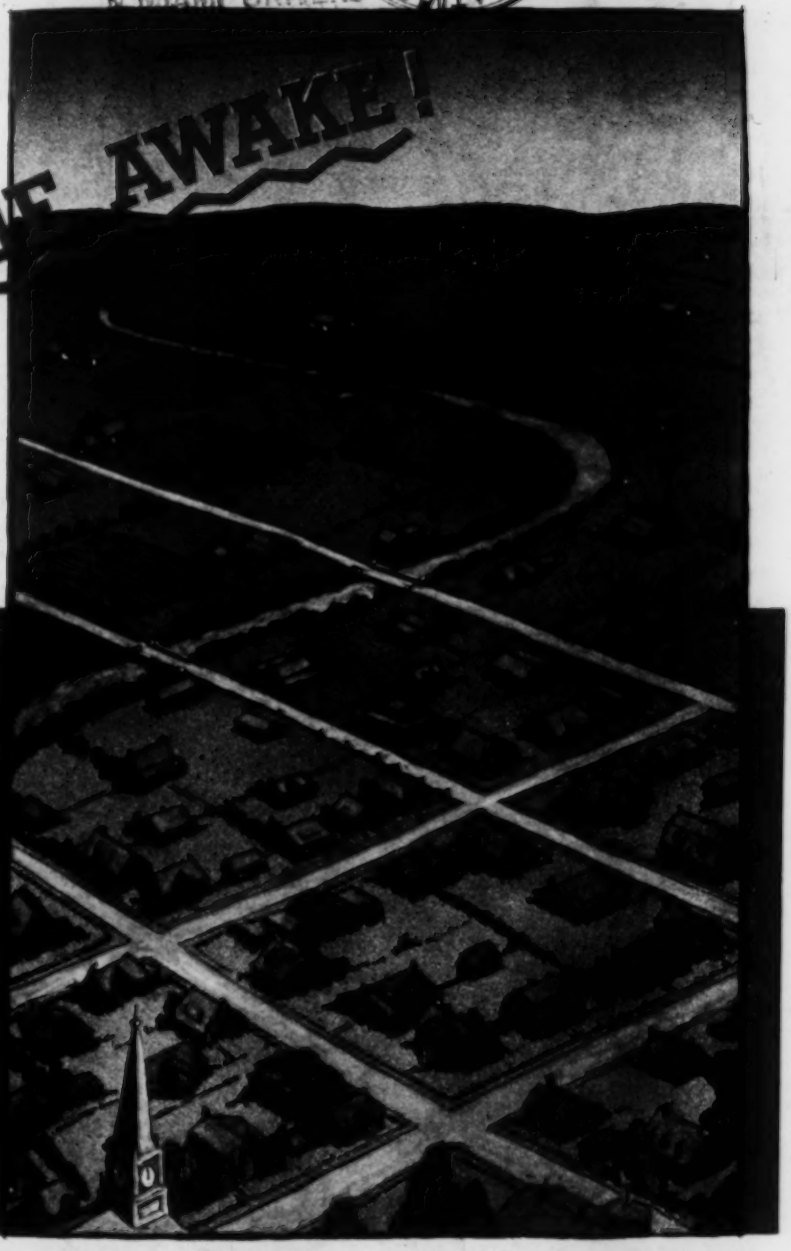
Foreign
$4.00 the Year

$3.00 the Year
15¢ the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

RECEIVED SEP 10 1938 Miami University

BIG, YES! —AND WIDE AWAKE!



WHO for IOWA PLUS

Des Moines . . . 50,000 Watts J. O. MALAND, Mgr. . . . FREE & PETERS, INC., Representatives

"KLZ doing a great job of selling!"

● This significant statement, which could easily be that of any one of a score of current KLZ advertisers, was made by shrewd manager William D. Powell of Denver's million-dollar super-market, the Home Public Market. Starting from scratch five months ago, the "Dime Man" program over KLZ, the super-market's first effort in radio, has proved a profitable, effective business-builder.

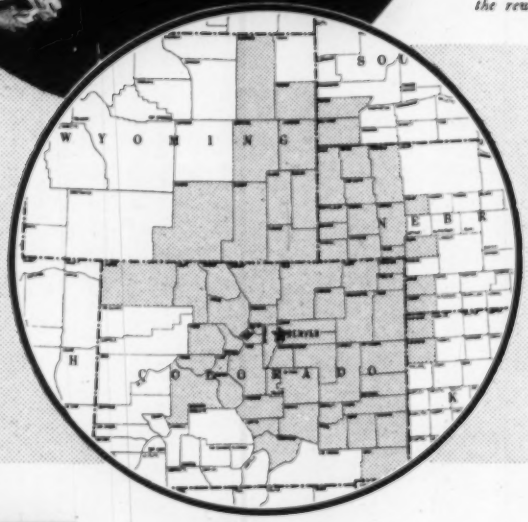
What Denver's Home Public Market has learned, other KLZ advertisers have long known: KLZ is the livest, most interesting station to listeners in the Denver-Rocky Mountain region; the most effective, economical medium for advertisers.

● *Under one roof in Denver's million-dollar Home Public Market are dozens of assorted food merchants associated in a super-market group.*

● *Roving up and down the aisles of the Home Public Market, the "Dime Man" interviews customers and merchants six mornings a week; a dime is the reward for right answers.*

KLZ covers the entire Denver-Rocky Mountain Region

● For advertisers who require broad coverage in the Denver-Rocky Mountain region and the enthusiastic cooperation of dealers in this area, KLZ supplies both. Concerning KLZ coverage, Mr. Powell writes: "We have received orders, comments and letters from points as far distant as the Wyoming-Montana border, Eastern Nebraska, Kansas and New Mexico . . . and the entire state of Colorado."



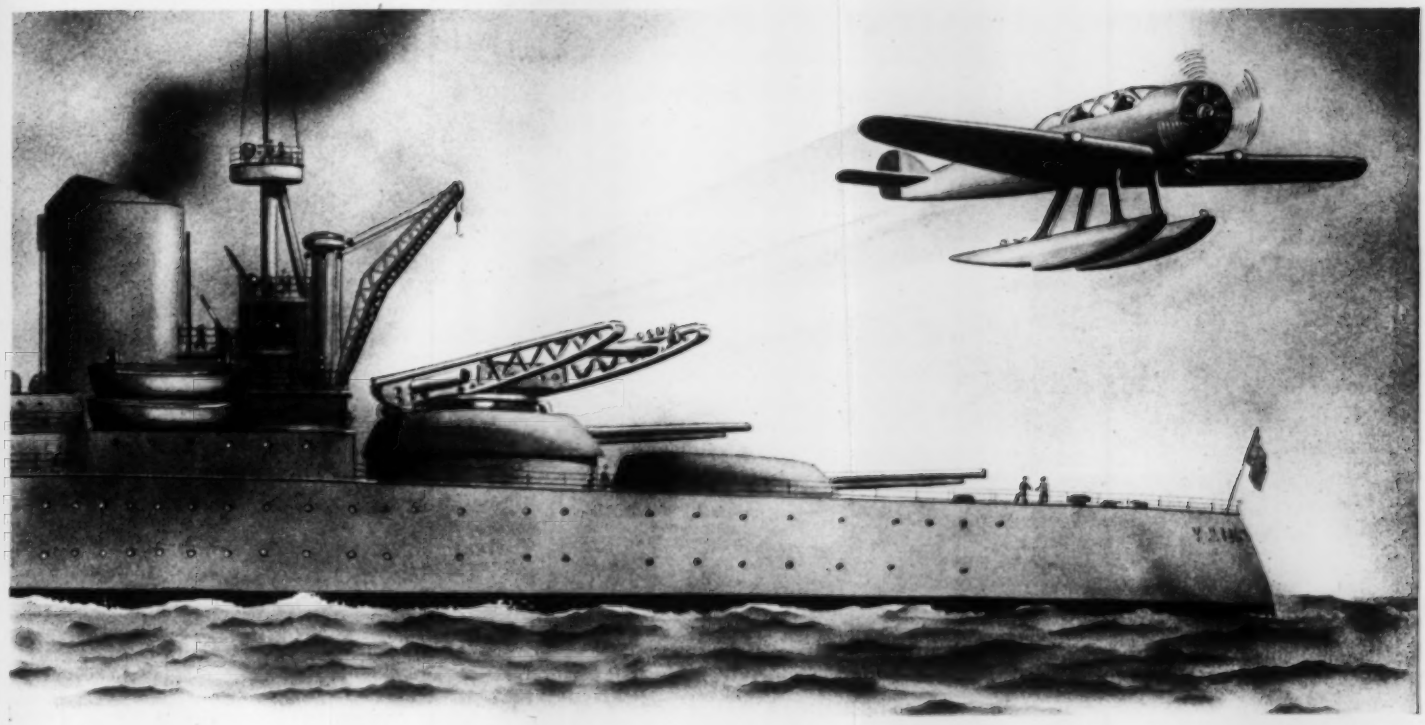
● *KLZ's daytime listening area (CBS) embraces a major portion of the Rocky Mountain region, covering most of Colorado and parts of Kansas, Nebraska, South Dakota and Wyoming.*

560 Kc.

CBS

KLZ Denver

UNDER AFFILIATED MANAGEMENT WITH WKY — OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING CO. — REPRESENTED BY THE KATZ AGENCY, INC.



WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WHAI	Greenfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell, Lawrence
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston, Auburn

CATAPULT...

Your sales campaign into the New England territory

IMPETUS, from the initial moment of activity, may be given to your sales campaign in New England by using the extensive facilities of The Colonial Network.

Sixteen stations comprise The Colonial Network, each station enjoying a popular local following in one of New England's large and active market regions. These regions, situated from southern Connecticut to northern Maine, together comprise the major New England market — a unit that is of tremendous importance in all national sales programs.

For comprehensive New England coverage, reaching effectively the largest markets, yet within the means of even a nominal advertising budget — use The Colonial Network for your campaign.

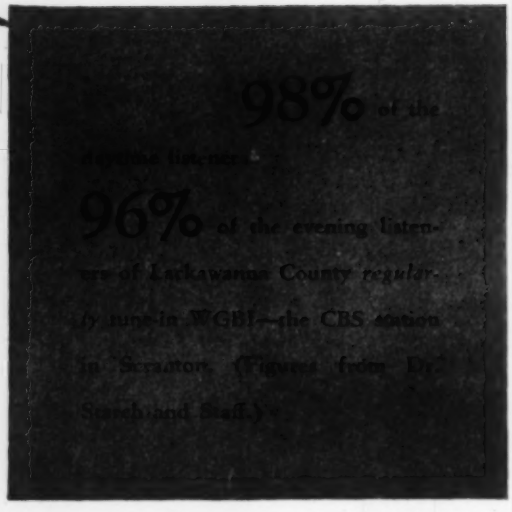
The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

WGBI—a *regular* station with plenty of *regular* listeners


98% of the
96% of the evening listen-
ers of Lackawanna County *regular-*
ly tune in WGBI—the CBS station
in Scranton. (Figures from Dr.
Starch and Staff.)

An impartial, authentic Starch personal-interview survey of the Scranton and Lackawanna County radio audience, late last Spring, confirmed the fact the regular WGBI audience is practically *all* of Scranton and Lackawanna County—as the results above show.

All of which proves that—"If you lived in Northeastern Pennsylvania, you, too, would listen to WGBI . . . because it is the ONLY station which delivers a satisfactory signal throughout this rich area (175,000 radio homes).

WGBI, Scranton, is in Pennsylvania's third largest city and centrally located in the 17th largest metropolitan area in the United States. This metropolitan area includes Wilkes-Barre and 37 other important towns in Luzerne County as well as 32 important towns in Lackawanna, Susquehanna and Wyoming counties. And this is only part of WGBI's primary coverage.

If the acceptance of your product or service is to grow in Northeastern Pennsylvania, WGBI and WGBI exclusively can do the job quickly, effectively and economically. Make WGBI a MUST on your list.

WGBI—Scranton, *a CBS affiliate*

1000 watts, day • 500 watts, night • 880 kilocycles • Represented by John Blair & Co.

Reprinted from BROADCASTING, *August 15, 1938 issue*

Columbia sets the stage–

Tense moment in Irwin Shaw's "Supply and Demand," original radio drama written for Columbia

. . . *and action is the cue!*

Whether it be the first poetic drama written for radio, Archibald MacLeish's *Fall of the City;* or a glowing re-creation of *Hamlet* by "Buzz" Meredith; or the brilliant adaptation of *The Red Badge of Courage* by the Columbia Workshop, the CBS curtain rises on a living, on an *active* theater. ¶ This summer, CBS tops its playbill with the brightest sensation of the drama season—Orson Welles and his Mercury Theater. But the distinguished CBS summer guest is only one of *eight* dramatic programs heard *each week;* ranging from the new *Four Corners Theater* to the eight-year-old program for children of all ages, *Let's Pretend.* To these, the nation is now listening, eight times a week, in millions of the most comfortable, intimate theaters of the land.

SINGULAR FIRST PERSON

Orson Welles and his Mercury company are the theater's reigning First Persons. Their first venture, "Julius Caesar", which opened as recently as last November, rocketed them to immediate success; was bulwarked by three consecutive hits, "Shoemaker's Holiday", "The Cradle Will Rock" and "Heartbreak House". At Columbia's invitation, Welles and his troupe bring their vivid originality and imagination to radio. In *First Person Singular*, Orson Welles writes, adapts, casts, directs and acts in the great "first person" stories of literature for radio. Old and new, from "The Tale of Two Cities" to "The Thirty-nine Steps", they are taken out, brushed off and broadcast to the nation in all their original excitement and newness.

BRAVOS FROM THE NATION'S PRESS

SUPERB Welles chose Bram Stoker's "Dracula"...The offering was superb ...It was a happy meeting between an expert cast and satisfactory material. *New York Daily News*

ELECTRIC It seemed as if the "mike" was actually being held to the lips of the marooned pirate Ben Gunn, as it is in this day and age to victorious prize-fighters and round-the-world fliers ... So it was with "Treasure Island"...The characters lived electrically. *New York Times*

GRATIFYING The gratifying thing about the hour was that no illusions were destroyed. *New York Journal*

VERY SWELL INDEED Welles wants to revive the story-teller's art. He narrates right through the dramatized portions, drops an explanatory word or two into the midst of a tense scene and the effect isn't choppy, as you might imagine, but very swell indeed. *New York Post*

CONSUMMATE The work was consummately eerie and effective in the narrative form, punctuated by dramatizations, that Welles used. *Memphis (Tenn.) Press-Scimitar*

VIVID Welles' use of the first person makes radio drama ... as vivid as the stage ... Before we know what is happening, the story has come to life. *Stockton (Cal.) Record*

PERFECT Everything was well nigh perfect ... Institutionally, it is a feather in the cap of CBS. *Radio Daily*

STIMULATING CORNER Orson Welles launched his new WABC series of Monday evening drama ... Last night made it clear this is to be one of the most stimulating corners of radio all summer. *New York World-Telegram*

NEW HIGH If you enjoy drama, try Welles. He's hit a new radio high. *Cleveland Plain Dealer*

THE CURRENT CBS PLAYBILL

GUEST

FIRST PERSON SINGULAR

EXPERIMENTAL

THE COLUMBIA WORKSHOP

RURAL

EPIC

EDUCATION

AMERICANS AT WORK

STOCK

BUFFALO PLAYERS

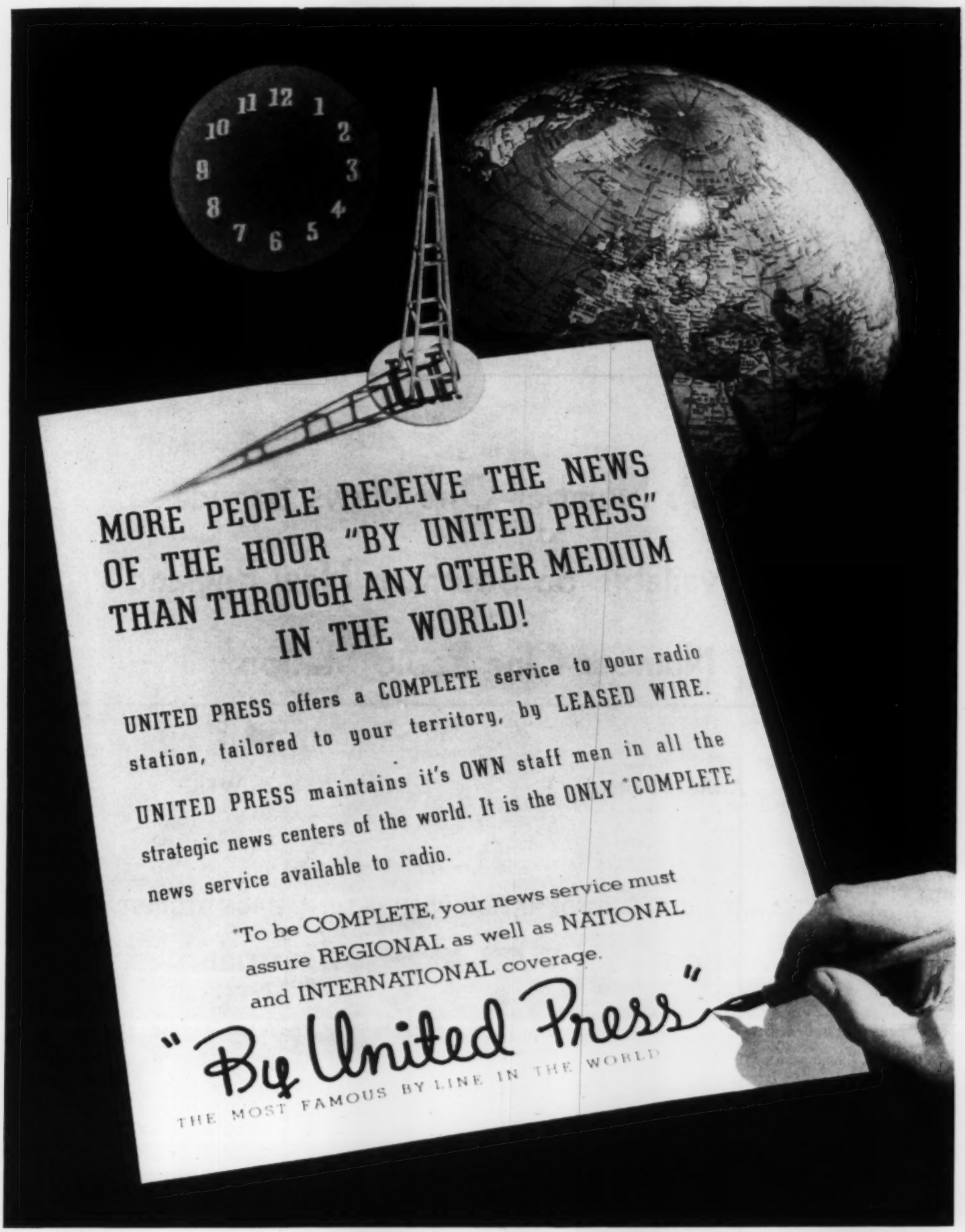
One of the oldest dramatic groups in the country, the Buffalo Players bring to their productions the experience of veteran stock players. Their repertory includes hits of today and yesterday and original radio drama as well. FRIDAYS, 3:00-3:30 p. m.

CHILDREN'S

LET'S PRETEND

The great and beloved prototypes of childhood ambitions—Aladdin, Ali Baba, Dick Whittington—are re-created *by children themselves*, enacted twice each week for the delight of everyone who remembers, or is just discovering, the golden thoughts of youth. TUESDAYS and THURSDAYS, 5:30-6:00 p. m.

CBS


MORE PEOPLE RECEIVE THE NEWS OF THE HOUR "BY UNITED PRESS" THAN THROUGH ANY OTHER MEDIUM IN THE WORLD!
UNITED PRESS offers a COMPLETE service to your radio station, tailored to your territory, by LEASED WIRE.
UNITED PRESS maintains it's OWN staff men in all the strategic news centers of the world. It is the ONLY "COMPLETE news service available to radio.
"To be COMPLETE, your news service must assure REGIONAL as well as NATIONAL and INTERNATIONAL coverage.
"By United Press"
THE MOST FAMOUS BY LINE IN THE WORLD

TRANSRADIO NEWS

Radio's Number-One News Service

Now Available on Southern New England's

Number-One Radio Station

Available September 1 **Transradio News on WTIC**

15 minute periods

Daily 8 A.M. • 1 P.M. • 6 P.M. • 11 P.M.

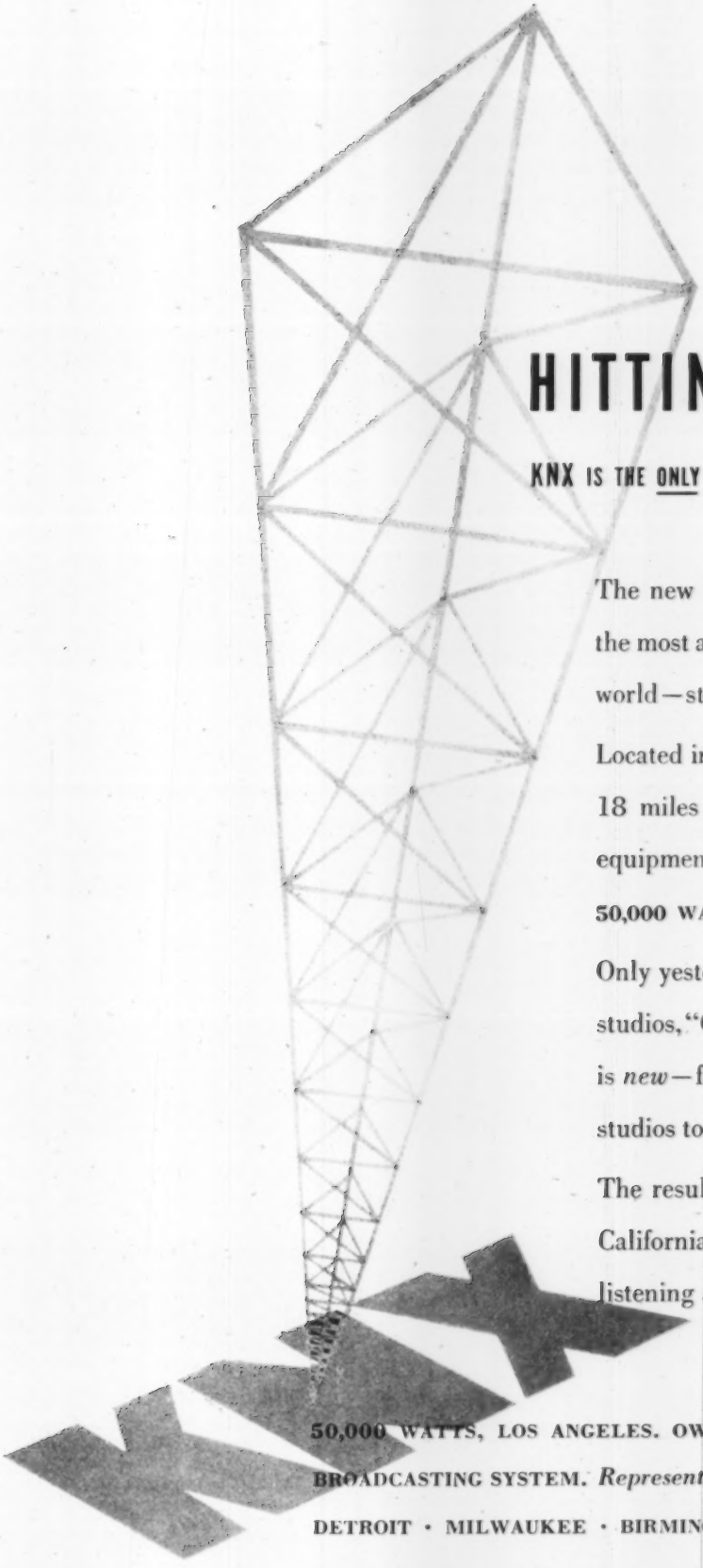
RATES AND FURTHER INFORMATION WILL BE SUPPLIED ON REQUEST

50,000 WATTS **WTIC** **HARTFORD, CONN.**

The Travelers Broadcasting Service Corporation • Member NBC Red Network and Yankee Network

Paul W. Morency, General Manager • James F. Clancy, Business Manager

Representatives: Weed & Company • New York Detroit Chicago San Francisco



HITTING A NEW HIGH!

KNX IS THE ONLY WHOLLY NEW 50,000 WATT STATION IN THE U. S.!

The new KNX transmitter and vertical radiator—the most advanced in design and construction in the world—stands completed.

Located in the center of 37-acre "Columbia Park," 18 miles from the heart of Hollywood, the new equipment makes **KNX THE ONLY WHOLLY NEW 50,000 WATT STATION IN THE NATION!**

Only yesterday KNX dedicated its magnificent new studios, "Columbia Square," Hollywood. Today KNX is *new*—from the copper ground system under the studios to the beacon atop the 490-foot transmitter.

The result—the most popular station in Southern California offers, day and night, far more primary listening area at no increase in cost.

50,000 WATTS, LOS ANGELES. OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM. *Represented by* **RADIO SALES: NEW YORK · CHICAGO DETROIT · MILWAUKEE · BIRMINGHAM · LOS ANGELES · SAN FRANCISCO**

"Follow that man!"

Don't ever think that the Free & Peters man who calls on you is merely working a "peddler's beat". Follow him for a few days and you'd find that for every hour he puts in as a salesman, he spends about five hours as a combination market analyst, detective, research man, and program director! Because *look:*

We're in the business of selling time for our list of stations, of course. But *the best way we know to sell radio time is to help make radio time SELL MERCHANDISE.*

Next time one of us drops in, give us some dope about any job that's bothering you. Ten to one you'll get some worthwhile suggestions.

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WBKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KTAT	Ft. Worth
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	Bona Allen Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 15. No. 4 WASHINGTON, D. C., AUGUST 15, 1938 $3.00 A YEAR—15c A COPY

The Spot Picture Is Bright for Autumn

And Only a Business Upset Can Spoil a Fine Season; September to Be a Stirring Month of Time Buying

SPOT broadcasting will enjoy a good autumn—better than anyone would have believed possible three months ago.

If general business conditions hold up, new records for spot may be set.

In the planning stage right now are more spot compaigns than last year at this period. A slump in business, however, would mean the waste-basket for a lot of them because advertisers are still jittery from the effects of the late 1937 and early 1938 depression.

Definite prophecies are difficult at the moment because of the prevalence of sponsor and time-buyer vacations, many of which were deferred to late summer because of intense activity during the slow early summer.

The result is that September is going to see a wild scramble for choice station time, with an unusually high percentage of campaigns being placed during the month. Ordinarily many of these lists would have been drawn up in August, which actually has been unexpectedly dull as a time-buying month.

They Expect Big Things

A careful check of agency and advertiser ranks in the important time buying centers reveals a general note of optimism, often tempered with an if or but. Most cheerful is the ever-optimistic Los Angeles. Most cautious is Detroit, where the collapse of auto production has discouraged those who spend money for advertising. Detroit, however, is hoping for better days and plans are being made for autumn introduction of new model autos. And even in this blackest part of the spot picture it is stated that 1938 auto time buying will at least equal that of 1937.

In Canada the business slump has not been so severe. Younger in radio advertising experience, it has not met the time-saturation problem. A definitely improved autumn is indicated in all quarters.

These views of spot prospects in the United States and Canada were obtained by BROADCASTING'S correspondents, who have been combing the ranks of agency, sponsor, transcription, representative and station executives for more than a month. Intensive effort was made to get definite information on new campaigns, either scheduled or in the works. Some agencies refuse to give out such data; others readily supply it. A few typical quotations are given.

Appended to this commentary is a list of spot advertisers, with all available information that could be obtained relative to their autumn plans. Station lists were unavailable in a great many cases for the simple reason that schedules were not complete.

Roundups of time-buying ranks in principal centers follow:

NEW YORK

Outlook for spot broadcasting this coming fall and winter is the best in radio history, according to New York agency radio directors and time buyers, transcription manufacturers, station representatives and station sales managers. Unanimously they point to inquiries from hordes of national and regional advertisers regarding programs and times available, to the congestion of the networks who have little to offer during the more desirable periods, to the improvement in business conditions which should make for increased purchasing power and increased advertising appropriations.

But when they are asked about business actually signed, it's another story. Advertisers are asking for plans for spot campaigns; agencies are querying stations regarding audience tested programs and available time; hundreds of campaigns are being shaped up on paper, but only a few new spot appropriations have been authorized by advertisers and fewer still have contracted for time. As one agency executive phrased it: "Right now in August we're making our plans, but September will be the order-signing month."

A DETAILED list of spot accounts placed and contemplated for the fall and winter, based on a survey by correspondents of BROADCASTING in principal time buying centers, will be found on pages 58 to 72 inclusive.

This is not to imply, however, that there will be any dearth of spot business even if many of the contemplated campaigns do not materialize. As the appended list of spot advertisers clearly shows, there's enough business already set to insure against any slump in spot this fall.

The flexibility of this medium, the ease of adapting the sales appeal to meet local conditions, the advantage of reaching each audience at the best time in each community, the ability to select stations that will cover just those markets desired, so that the advertising of any product can be perfectly correlated with its distribution, the use of spot for intensive coverage of a particular market, to meet aggressive competition or to bolster slipping sales, spot radio's value in testing the pulling power of a new program, its invaluable assistance in introducing a new product to the public and in obtaining distribution through dealers—these and other attributes have firmly fixed spot radio among major advertising media.

Ironically enough, the delay in the placement of much spot business is due to improved business. Executives who worked night and day to keep things going during the recent recession and who spent their hours away from their offices worrying about business are, now that the tide has turned, enjoying vacations which are well deserved but which, unfortunately, are postponing approval of schedules.

Again and again, in asking for plans for this account and that, BROADCASTING was told that spot radio campaigns had been planned and that business would be placed as soon as the advertising manager returns from vacation, probably right after Labor Day. Most of these campaigns, they say, have been discussed and approved in theory and the final authorization of the completed schedules should be forthcoming without further preamble early next month.

CHICAGO

A BANG-UP fall for spot radio is the consensus of 50 Chicago advertising agencies and station representatives surveyed by BROADCASTING. Of particular significance to Chicago radio is the number of new accounts using spot and extended use of spot by old accounts. Foremost is the Kellogg account, which was recently shifted from an Eastern agency to J. Walter Thompson Co. and Hays MacFarland & Co. New to spot radio is the Corn-Kix account of General Mills placed through Blackett-Sample-Hummert, and that agency is using spot instead of network for F & F Laboratories this fall, a reversal of last year's placements.

Still more impetus is given Chicago spot placements by the addition of Skinner Mfg. Co. (raisin bran) and the new liquid dentifrice of Procter & Gamble, both accounts being handled by H. W. Kastor & Sons Adv. Co. Another new account is Lasto Products (permanent wave) with spot being placed by First United Broadcasters Inc., which will also place considerable spot for Williard Tablet Co., returning to spot this fall after using none last year.

Another new Chicago account is Bree Cosmetics (Gibbs & Co.) handled by Ruthrauff & Ryan Inc. The O'Cedar spot list will be considerably expanded over last year, according to John H. Dunham Co., agency in charge.

Time buyers for large Chicago agencies state that billings for this fall will greatly exceed those of last year. According to Gene Fromherz, time buyer of J. Walter Thompson Co., that agency's Chicago billings were up 125% as of June 1 and billings for fall indicate a gain of 150% over the fall of 1937 without the Kellogg account. Hugh Raeger, of First United Broadcasters Inc., states that "business is definitely up with billings 30% higher than last fall and winter."

In looking back over a success-

(*Continued on page 56*)

FCC Is Quiescent During Vacations

Chain Probe Likely to Begin In October; IRNA Meets

WITH Independent Radio Network Affiliates scheduled to decide the extent of its participation in the FCC's forthcoming "chain-monopoly" probe during its convention at the Hotel Stevens, Chicago, Aug. 16-17, practically no progress was reported at FCC headquarters on plans for the investigation. This was due largely to the absence on vacation of most of the commissioners and many of their staff during the first two weeks in August.

From official sources BROADCASTING learned it is a "good guess" that the chain-monopoly hearings will start "some time in October". It is expected at least 30 days notice will be given the participants. The major networks will be represented by executive and counsel [BROADCASTING, Aug. 1] and the IRNA convention in Chicago will determine whether and how network affiliates shall be represented. IRNA comprises some 275 stations affiliated with networks other than those owned or operated by the chains, and was originally formed a year ago to handle the musicians' union demands.

McNinch to Return

William J. Dempsey, special assistant to Chairman McNinch, who has been assigned as special counsel for the Chain-Monopoly Committee — Commissioners McNinch, Sykes, Brown and Walker — was vacationing in Maryland the second week in August but was expected back in Washington by Aug. 15. Also expected back early the week of Aug. 15 was Chairman McNinch, who spent July under observation at Naval Hospital in Washington and then went to an unnamed seashore resort for a two-week rest.

Commissioners Craven, Case and Payne, away the week of Aug. 8, also were expected back the week of Aug. 15. However, no oral arguments are scheduled for the remainder of August nor are examiners' hearings due to resume until the first week in September, so that vacations will continue to deplete the Commission's personnel the remainder of this month.

Reports that Chairman McNinch was seriously ill were again denied by his office. After leaving the hospital, he spent part of one day at his office before going to the seashore. He is not now ill at all, it was stated.

Lorillard Baseball

P. LORILLARD Co., New York, has begun sponsoring broadcasts of the baseball games of the Sacramento, Cal., team on KFBK, Sacramento. Broadcasts, which will continue through the remainder of the season are in the nature of a test, according to Blayne Butcher, time buyer for Lennen & Mitchell, New York, Lorillard agency. If they prove successful and if there are any desirable baseball broadcasts available for 1939 the company may go in for this type of broadcasting on a national scale next year. A network program starring Robert Benchley is being planned for this fall, probably on CBS, although the details have not been completed.

Sawyer Leads Ohio Governorship Vote; Other Radio Men in Political Races

ANOTHER figure prominently identified with radio won high political honors in the early August primaries when Charles Sawyer, vice-president of Crosley Radio Corp., operating WLW, won the Democratic nomination for Governor Aug. 9 by defeating Gov. Martin Davey by about 30,000 votes. Mr. Sawyer will face John W. Bricker, Republican nominee, in the November elections. With endorsements by both AFL and CIO and in view of the large vote he polled, political observers give him a good chance to win.

Mr. Sawyer is Democratic National Committeeman from Ohio and was formerly Lieutenant Governor. He has long been counsel for and a member of the board of directors of the Crosley company.

In Nebraska, Karl Stefan, Republican member of Congress from Norfolk and formerly with WJAG there, was renominated without opposition, but Foster May, news editor of WOW, Omaha, seeking the Democratic nomination for Congress with CIO endorsement, was defeated by Congressman Charles McLaughlin by slightly over 2,000 votes. Mr. May conducted a "front porch" campaign via radio, chiefly using the facilities of WAAW, Omaha.

Election of W. Lee O'Daniel, the Texas flour salesman who introduced himself as a candidate for governor during his sponsored broadcasts on WBAP and the Texas Quality Network, is assured next November due to the overwhelming Democratic vote in that state [BROADCASTING, Aug. 1]. A runoff will be required in latter August in the Wichita Falls district where Congressman McFarlane was topped for the Democratic nomination by Edward Gossett, young Wichita Falls attorney, but Gossett's nomination and election seems assured in view of his wide margin of votes and the report that K. C. Spell, who ran third, is throwing his support to Gossett.

In South Dakota, Chandler Gurney, onetime manager of WNAX, Yankton, still owned and operated by his family, is the Republican nominee for U. S. Senator and will be pitted against Tom Berry, Democratic nominee, in the November elections. Having come within a few votes of defeating Senator Bulow in 1936 for the Senatorship, young Mr. Gurney is also given a good chance by political prognosticators to win the office this year.

CHARLES SAWYER

Fruit Cake Lists 10

JONES GRAIN MILLS, Los Angeles (fruit cake), a seasonal user of radio time, has reappointed Lisle Sheldon Adv. Agency, that city, to direct its advertising, and in October starts a three-month campaign, using five-minute transcribed commercials on 10 California and Arizona stations. List is now being made up.

KNOX GELATINE Co., Johnstown, N. Y., on Sept. 16 starts participation in *Women's Magazine of the Air*, on 5 NBC-Pacific stations, Fridays, 2:30-2:45 p. m. Agency is Kenyon & Eckhardt, New York.

Drawn for BROADCASTING by Sid Hix

"Better Get Rid of That Tenor, Mr. O'Baniel—He's Costing You Votes!"

Alleged Radio Prejudice In Tennessee Is Probed

ACTION by the Senate Campaign Expenditures Committee on a complaint charging denial of radio time "to Senatorial candidates and others", filed July 29 by John R. Neal, will be withheld pending a recommendation by the FCC, according to Senator Sheppard (D-Tex.), chairman of the Senate committee.

In the first recrimination reported during the current political season, Mr. Neal, one of the defeated candidates for U. S. Senator in the Aug. 4 Tennessee primaries, declared in his complaint that "a ranking Tennessee Federal office holder has endeavored to close various radio stations to Senatorial candidates and others whom he suspects would criticize the Memphis situation over radio stations." Although no names were mentioned in his first communication with the special Senate committee, the complaint arose from the refusal of radio time to W. M. Fuqua, Nashville attorney directing a Shelby county vote probe, according to Tennessee newspapers.

The Senate committee immediately turned over the complaint to the FCC and asked for a recommendation. The FCC is studying the situation and intends to make a report to the committee, Acting Chairman Sykes told BROADCASTING Aug. 12, although it is not yet known how soon the study will be finished.

Jessel May Return

PLANS for returning the Sunday evening program featuring George Jessel to the air on MBS again this winter are under way, according to B. L. Rottenberg, vice-president of Redfield-Johnstone, New York agency which last winter successfully presented the program under the sponsorship of a number of individual advertisers, each of whom inserted his own commercials locally. Mr. Rottenberg said that the agency was also planning a weekly musical program to be called *Show of the Week* and to feature a different name orchestra each week which would also be broadcast over MBS under the local sponsorship system.

No Academy Sponsor

NO "BIG MONEY" sponsor will be permitted to have a hand in the proposed radio series of the Academy of Motion Picture Arts and Sciences, the membership of the organization in Hollywood voted on Aug. 8. It was pointed out that the program idea was originated in order that the picture industry might be presented to the public in the best light. It was felt a sponsor might attempt to dictate policy. Therefore, the Academy concocting a program that will represent the cultural aims of the film industry, will carry on its proposed series without a sponsor. The program will go either CBS or NBC and purely on its entertainment value. It is reported that both networks are negotiating for the series to start in fall.

COLGATE - PALMOLIVE - PEET Corp., Jersey City (dental cream), will sponsor a quiz show with Jim Williams on CBS, Wednesdays, 7:30-8 p. m., preceding its *Gangbusters* program on CBS. Agency is Benton & Bowles, New York.

New NAB President in Action

MILLER MOODS might describe the sequence of candid camera studies of NAB President Neville Miller, as he discussed radio in general with a group of broadcasters at the 12th NAB district meeting in Wichita, Kan., Aug. 8. Photographs (except center shot) are by Herb Hollister, KANS, Wichita, general manager, and NAB director who presided at the meeting. Mr. Hollister is one of the industry's best known candid cameriacs, having won first place in BROADCASTING'S camera competition last year.

Cultural Relations Plan Of State Department Gets Renewed NAB Support

ESTABLISHMENT within the State Department of a Division of Cultural Relations, which among other things will seek to cement friendly relations between the Americas, evoked from Neville Miller, NAB president, a renewed pledge from the broadcasting industry to cooperate in Pan-Americanism.

In a letter Aug. 11 to Secretary of State Cordell Hull, Mr. Miller said creation of the new Division is noteworthy and of interest to broadcasters. "As president of the NAB," he wrote, "let me pledge anew the continued performance of American radio stations and networks as ambassadors of international good-will.

"Our purpose is not one of propaganda by radio. Ours is the purpose to provide a free medium through which our neighbors to the South will learn something of our lives here and of our aspirations; through which in turn, we may bring to American listeners something of the lives and aspirations of our friends throughout Pan-America.

"Through such a free and unbiased reflection of American and Pan-American ideals, we believe the bonds of democratic liberties which bind us together will be strengthened and broadened. And to such an end American radio stands united."

Utility Appliance Drives

CALIFORNIA-OREGON Power Co., Medford, Ore., and Mountain States Power Co., Albany, Ore., to encourage use of electrical appliances, are jointly sponsoring the thrice-weekly transcribed *Woman's Forum* program on KFJI, Klamath Falls, KRNR, Roseburg and KOOS, Marshfield. Contract is for 22 weeks, having started Aug. 15. Public Service Corp., Denver, sponsors the series on KVOD, that city. Program, featuring Martha Moore as commentator, is also heard as live talent on KNX, Hollywood. Transcribed series was produced by Radioaids, Hollywood, with cutting by Recordings, and C. P. McGregor, transcription concerns in that city.

Pure Oil to Place

PURE OIL Co., Chicago (gasoline), is planning a fall spot campaign on a regional basis using an undetermined number of stations. Thornley & Jones, Chicago, is agency.

Miller Moulds NAB Districts In Active National Campaign

Swing Around Nation Includes Meetings With Groups in Syracuse, Kansas City, Wichita

SWINGING into action on the new NAB program of coordinating national operations through regional meetings, Neville Miller, NAB president, attended three district meetings of the organization during the last fortnight, making his first acquaintance with individual broadcasters representing nearly 100 stations. The district meetings were in Syracuse, Kansas City and Wichita.

In the informal, off-the-record sessions, copyright problems and political broadcasting rules proved the salient subjects. The NAB board was petitioned at two of the sessions to make a thorough study of both subjects. At the Kansas City meeting, resolutions were adopted advocating support of the original objectives of the NAB Bureau of Copyrights, including its transcription library service, and 15 new subscribers were enrolled.

Outlines NAB Objectives

Attending the sessions with Mr. Miller were Philip G. Loucks, Washington attorney and former NAB managing director, who recently relinquished his post as temporary reorganization counsel, and Edwin M. Kirby, NAB's new public relations director. Mr. Loucks, fulfilling a committment to attend a number of district meetings even after his departure from the Association, informed broadcasters on current conditions and trends on a question-answer basis. Mr. Miller addressed each session, outlining objectives of the reorganized NAB, and Mr. Kirby discussed public relations and educational broadcasting efforts.

The New York State (Second District) meeting was called Aug. 1 in Syracuse by Col. Harry C. Wilder, president of WSYR, NAB director and district chairman. In attendance were 25 representatives of 14 stations, NBC and CBS, as well as the NAB headquarters executives.

Sydney Kaye, New York attorney, told the New York State meeting of the status of national and state radio legislation, and N. L. Kidd, WSYR accounting executive discussed uniform accounting reports. Other matters included the musicians' union, labor problems, FCC trends and regulations, sales contracts, Congressional contacts, and educational and financial obligations of the NAB. Resolutions were passed urging discontinuance of push button tuned receivers without manual control and lauding Harold E. Smith and Deuel Richardson, of WOKO, Albany, for their services on behalf of New York broadcasters on legislative matters.

At the Kansas City meeting of broadcasters from the Tenth District (Missouri, Iowa and Nebraska) some 50 broadcasters were in attendance. The meeting on Aug. 6 was presided over by John J. Gillin Jr., manager of WOW, Omaha, and Tenth District director. It was at this session that a formal resolution on copyright was adopted, along with a motion on political broadcasting, the latter instructing the NAB board to make a study of the whole subject to ascertain whether the organization should recommend changes in the law, the regulations adopted by the FCC in presumed pursuance of the law, or both.

The copyright resolution, offered by Arthur B. Church, president of KMBC, Kansas City, and seconded by Rev. W. A. Burk, S. J., director of WEW, St. Louis, reads:

"Resolved: That the Tenth District of the NAB petition the board of directors of the Association to take positive action to develop the program of the Bureau of Copyrights in conformity with the original plan of organization at the membership meeting held during February, 1938; and, that the members of the Tenth District express their complete confidence in the future of the Bureau of Copyrights and urge each member of the District as well as each member of the Association, to subscribe for the Bureau's library of recorded music."

The Reservoir Plan

The "original plan" on the copyright bureau specified in the resolution is that designed to build up a reservoir of public domain music, and possibly other program material, in which broadcasters would own full rights, and thereby have a reservoir of performing material available in the event of a hiatus under which ASCAP or some other performing society might withdraw performing rights.

The 15 stations subscribing to the NAB transcription library service, 20 hours of which are recorded, at $10 per hour, were: WMT, Cedar Repaids; KMA, Shenandoah; KWTO-KGBX, Springfield, Mo.; WTMV, East St. Louis; WMBH, Joplin; WHB, Kansas City; WIL and WEW, St. Louis; KANS, Wichita; KOIL, Omaha, KFAB, Lincoln; KCMO, Kansas City; WDAF, Kansas City, WAAW, Omaha; KWOS, Poplar Bluffs, Mo.

The NAB transcription library heretofore has had 105 subscribers for the 20 hours already recorded. The separate corporation controlling the service is 100% owned by NAB. The original plan contemplates a 100-hour library.

At the Twelfth District (Kansas-Oklahoma) meeting held in Wichita Aug. 8, discussion again centered on copyright and political broadcasting, though a wide range of subjects was discussed. Herb Hollister, general manager of KANS and NAB director and executive committeeman, presided.

Mr. Miller delivered an address before the Wichita Rotary Club at a luncheon meeting, which was broadcast over KANS — his first radio speech since becoming the NAB chief executive. His subject was the Louisville flood and he

(*Continued on Page 38*)

Hearst Southwest Stations Near Sale

KOMA, KTSA, WACO and KNOW Sought for $750,000

SALE of the four Southwest stations of Hearst Radio Inc. for a total of $750,000 was nearing consummation, subject to FCC approval, as BROADCASTING went to press Aug. 12.

Disposal of the stations as part of the Hearst Radio liquidation plan required only the signing of formal contracts, it was learned, with Hearst representatives present in Texas to handle arrangements. The lineup was understood to be as follows:

KOMA, Oklahoma City—To be sold to a syndicate of independent oil operators in Oklahoma City for $350,000 cash. KOMA cost Hearst about $220,000 when purchased three years ago.

KTSA, San Antonio—In negotiation, to be sold to Gene Howe and O. L. (Ted) Taylor for a reported figure of $300,000. Mr. Howe is publisher of a group of newspapers in Texas and with Mr. Taylor operates KGNC, Amarillo; KFYO, Lubbock, and KRGV, Weslaco. KTSA was purchased by Hearst for approximately $200,000 from the old Southwest Broadcasting System.

WACO, Waco, and KNOW, Austin—To be sold to S. W. Richardson and Charles F. Roeser, wealthy Fort Worth oil operators, for $50 000 each. These men, it is understood, are backing the new Texas State Network headed by Elliott Roosevelt, president of Hearst Radio Inc., and Neal Barrett, Hearst Radio vice-president.

It appears a certainty that upon acquisition of WACO and KNOW by the Richardson-Roeser group, Mr. Roosevelt will operate them in conjunction with KFJZ, his Fort Worth station. Mr. Barrett is joining Mr. Roosevelt in the Texas Networw project, and will resign from Hearst Radio.

The identity of the syndicate of oil men negotiating for KOMA could not be ascertained, but it is understood they are independent operators, and published reports that Jesse Jones is interested are discounted. The Phillips oil interests were active in the bidding several weeks ago, but they are said to have dropped out.

Active bidding is in progress, it is learned, for three of the four remaining Hearst stations—WBAL, Baltimore; WISN, Milwaukee, and KYA, San Francisco, but the identity of the bidders is not disclosed. Emile Gough, former general manager of Hearst Radio, sought last month to buy WBAL and WISN, together with WCAE, Pittsburgh, in a block for $2,100,000 on behalf of unnamed backers, but the deal could not be negotiated due to the fact that WCAE is not for sale.

WCAE, most successful of the Hearst stations, is owned by Hearst Consolidated Newspapers and is the only Hearst station not part of the liquidation project.

An offer of $150,000 has been entered for KYA by a prominent former broadcaster, whose name was withheld, but no action of this was in immediate sight as BROADCASTING went to press.

Only Hearst station under definite sales contract to date is KEHE, Los Angeles, sold to Earl Anthony for $400,000, subject to WCC approval. A deal has been made with Col. Arthur O'Brien, Seattle and Washington (D. C.) attorney, for the purchase of WINS, New York, for $250,000, but contracts have not yet been signed.

PENICK & FORD, will broadcast on a CBS network this fall instead of using a disc series as stated in an item on page 36.

ELLIOTT ROOSEVELT

FCC Authorizes Daytime Stations

Aurora, Ill., Anniston, Ala., Fayetteville, N. C., Grants

THREE new local daytime outlets were authorized for construction by the FCC in decisions dated Aug. 2 and 3, bringing to 37 the total number of construction permits for new stations issued so far this year. They will be located in Aurora, Ill., Fayette, N. C., and Anniston, Ala.

The grant of the new Aurora station comes shortly after the Commission on June 28 denied a similar application by Jules J. Ruben, theatre man, who sought 250 watts daytime on 1040 kc. Its operator will be Martin R. O'Brien, public administrator of Kane County, Ill., and a member of the county board of supervisors. It will operate with 250 watts daytime on 1250 kc. In making the grant, the Commission sustained Examiner Irwin, and it was scheduled to become effective Aug. 12.

Carolina Station

In a recent decision [BROADCASTING, Aug. 1] the Commission denied an application by G. Frank Walker and Waldo W. Primm, seeking 1,000 watts daytime on 1340 kc. in Fayetteville. On Aug. 2, however, it decided in favor of the application of W. C. Ewing, wholesale fertilizer merchant, and Harry Layman, chief engineer of WFTC, Kinston, N. C., partners, asking for 250 watts daytime on 1340 kc. in that community. The station will be known as WFNC. Examiner Seward's recommendation was sustained in making the grant, dated to become effective Aug. 12.

In Anniston the new station (WHNA) will be constructed and operated by Harry M. Ayers, publisher of the *Anniston Star*. It will operate with 100 watts daytime on 1420 kc. The Commission sustained Examiner Hill in making the grant, effective Aug. 13.

SACHS QUALITY FURNITURE Co., New York, will bring back to the air Billy Jones and Ernie Hare, veteran "Happiness Boys" radio team, for two weekly programs on WMCA, New York, placed direct.

Goodyear Tire Acquires *Farm and Home* Segment

GOODYEAR TIRE & Rubber Co., Akron, O., has signed for the final quarter-hour period of *NBC Farm & Home Hour*, five days weekly, starting Sept. 26 [BROADCASTING, Aug. 1]. Militantly sustaining since its inception ten years ago this fall, *Farm & Home Hour* will have its final quarter-hour revamped into a regional news service, with local experts giving weather, shipping, market prices and crop conditions. The program will be called *Goodyear Farm Service*.

Five regional offices, set up to clear this information, will be established in the East, Midwest, South and Far West. Of these, Goodyear's sponsorship will cover 20 Blue stations out of Chicago; 14 out of New York, and 13 out of Kansas City. The remaining two divisions will be handled by NBC. Agency for Goodyear is Arthur Kudner, New York.

Chevrolet Stops Discs

CHEVROLET MOTOR Co., Detroit, will not renew its *Musical Moments* transcription programs after the expiration of the present series on Aug. 31. Recorded by World, the programs have been broadcast two or three times weekly on from 200 to 400 stations, the list varying with the season, for the past several years. Chevrolet agency is Campbell-Ewald Co., Detroit.

KDAL Transfer Sought

TRANSFER of the license of KDAL, Duluth, to Dalton A. LeMasurier, manager of the University of North Dakota's station KFJM at Grand Forks, and his father, Charles LeMasurier, is sought in an application disclosed by the FCC Aug. 10. The station was purchased from Earl C. Reineke, operator of WDAY, Fargo, and the publishers of the *Fargo Forum*, who still hold control in 1934 while it was operating at Moorhead, Minn. The purchase price was approximately $30,000.

Roosevelt Forms Network in Texas With 23 Stations

Barrett, Hutchinson Named; To Link With Mutual

FORMATION of Texas State Network Inc., to comprise 23 stations and to be headed by Elliott Roosevelt, second son of the President, was disclosed Aug. 10 coincident with the issuance of a charter of incorporation at Austin, Tex. In addition to Mr. Roosevelt, the incorporators are Harry A. Hutchinson, manager of KFJZ, Fort Worth, owned by Mrs. Roosevelt, and Raymond E. Buck, Fort Worth attorney who owns KTAT.

The stations constituting the network are expected to be tied into the Mutual Broadcasing System whose general manager, Fred Weber, was due in Fort Worth in mid-August for conferences.

Key stations will be WRR, Dallas, and KGKO or KTAT in Fort Worth. Dallas civic authorities on Aug. 10 approved a one-year contract whereby WRR, which is municipally owned but commercially operated, would affiliate. Under present plans stations in Weslaco, Corpus Christi, San Antonio, Austin, Houston, Galveston, Beaumont, Temple, Waco, Amarillo, Corsicana, Tyler, Longview, Paris, Sherman Abilene, San Angelo, Big Spring, Midland and Lubbock would join. The new station authorized in Wichita Falls [BROADCASTING, Aug. 1] also may be added.

Mr. Barrett

Neal Barrett V-P.

Neal Barrett, Hearst Radio vice-president and general manager of KOMA, Oklahoma City, will become executive vice-president of the new network, according to Mr. Roosevelt, and will headquarter at Fort Worth, temporarily managing KOMA from that city. He is expected to leave the Hearst organization, however.

Mr. Hutchinson, manager of KFJZ, will become the general manager of the network, which is scheduled to begin operations Sept. 15. Mr. Roosevelt said the chain will furnish 17 hours per day of live talent, over Class A AT&T lines, with the arrangement similar to standard network contracts. There will be a cash sustaining program charge as well as free commercial time, varying with each station and market. Sales offices will be maintained in Fort Worth headquarters with national business branches in New York, Chicago and Detroit.

By Sept. 1 the network will occupy its own quarters in Fort Worth. There will be seven studios and 18 offices in the building.

Other staff men already retained include Steve Wilhelm, formerly in advertising agency work in San Antonio, as Texas sales manager; Benton Ferguson, Fort Worth newspaperman, and R. E. Dennison, Houston newspaper and advertising man, on the sales staff; Pruitt Kimsey, chief engineer; Roy Duffy, formerly of KVOO, Tulsa, production manager.

Lips That Lisp and Slip in the Mike

Tongue Twitters Amuse Audiences, But Bring Agony to Announcers

"NEXT on our program is the charming Sandra Lee — and what a charming little bit she is!" Which sounds different than it reads, a phenomenon familiar to radio craftsmen, who discovered some 18 years ago that things aren't always what they seem.

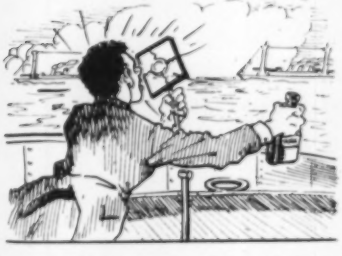
Many are the tales of woe that arise from phonetic trickery, just as there are oft-told stories of mechanical slips like the one that occurred just a fortnight or so ago when Charles Friedrichs, secretary of the San Francisco SPCA, participated on a recent *Uncle Charley Pet Club* broadcast on KYA. While he was extolling the virtues of a brave puppy, Announcer Richard Wynne was all set with a sound-effects record to imitate a dog's bark. The KYA audience heard Mr. Friedrichs:

"And now, Rover, tell the audience how glad you are to receive this honor . . ."

At this cue, Announcer Wynne started his record—but instead of a bark, out came an infant's cry.

Similar announcers' nightmares have dogged radio from its first days, giving radio audiences their best belly laughs and loudest squawks. Stemming from the classic, first publicly attributed to Norman Brokenshire and later to scores of bedtime story narrators, in which a worn announcer unwittingly thunders into a still-open mike, "Well, I hope that puts the little _____ to sleep!" these slips still confound listeners and radio men [BROADCASTING, Sept. 15, 1936].

A lieutenant commander in the British Navy, announcing a fleet maneuver off the British Coast in honor of King George VI, visited



several vessels in line of duty. At each stop several bumpers of ale were lifted to honor His Majesty. Describing the review, the officer commented enthusiastically, "The whole fleet's lit up. It's a wonderful sight with little fairy lights all about them. The big boats are lit up with fairy lights. In a minute they're going to fire some rockets. I will tell you how it reacts on me." Then came a sound like the popping of a cork, and excitedly he resumed:

"The whole fleet's gone. In fact, it's vanished! It's absolutely fantastic the way it's vanished! It's vanished—the whole fleet of 200 ships—gone. All around me minutes ago—there they were, all lit up. In fact, the whole damn fleet was lit up. Now they're gone."

British listeners sat aghast. Unsurprised, they heard a second voice from the studio break in, "That will be the end of the broadcast!" It was also the end of that announcer's radio career.

Another favorite in the trade is the one about the Miami minister who was preaching a sermon on the birth of Christ. "A lot of people," he said, "are complaining about it being hot down here. It was also warm where Jesus Christ was born. And where was Christ born?" The station announcer, not listening to the sermon closely, but noting the clock, broke in with "Station WQAM, Miami, Florida".

Twisted names are an ever-present menace. Harry Von Zell, introducing Herbert Hoover, was responsible for "And now may I

present, the President of the United States, Hoobert Heever". And not to be outdone, Clyde Kittell, on an NBC program, popped up with another: "We will now take you to Rome to hear His Holiness, Pipe Poes . . . I mean Pipe Poes". Perspiring, he tried again, "His Holiness, Pope Pius, speaking from you to Vatican City". And a close third was Ed Thorgersen, when he was on NBC, with "We now present the A & G Pipsies".

Harrison Holliway, manager of KFI-KECA, Los Angeles, tells of an interview about 10 years ago between Monroe Upton, known on the air as *Lord Bilgewater*, and John Barrymore in San Francisco. Mr. Barrymore was making a personal appearance in a local theatre in connection with a new picture. When the questioning was concluded, he backed away from the mike, not yet dead, and asked clearly, "Where is that G___ D___ theatre anyway?"

During a winter meeting of West Coast athletic officials several years ago in Portland, Mr. Holliway also relates, a sports writer of the *Morning Oregonian* arranged for radio interviews with Bill Monahan, former graduate manager of the University of California, "Pop" Warner, then at Stanford, "Babe" Hollingberry of Washington State, Bill Ingram and several other gridiron notables. There was a misunderstanding about the time of the program, and when the group arrived, the reporter was not there. Smoothing out the situation, the announcer, who was doubling in the control room, agreed to put them on the air if someone would be master of ceremonies. Mr. Monahan agreed to the chore.

In the station at that time, as in many early installations, programs were often monitored "blind"—the control man could not see the performers. Mr. Monahan introduced all his notables and consumed his allotted quarter hour.

Just a Lot of ——.

Then he waited for something to happen—at least an announcer to sign him off. But nothing did happen, so he assumed he was off the air. Mr. Hollingberry then went to work on the studio tom-toms, and Mr. Warner went into his act in the center of the studio. In the same democratic manner Mr. Monahan stepped to the mike and crisply and deliberately announced that the "ladies and gentlemen have just heard 'Pop' Warner doing a Carlisle Indian dance, which was a lot better than his talk, which was after all just a lot of _____". That he was programmed for 30 minutes instead of 15 Mr. Monahan was not aware!

When Mr. Warner first came to Stanford he told a story of a slip by an announcer reporting a Carnegie-Penn game. The commentator, a Carnegie alumnus, by sheer will power remained impartial until the last minutes of the game, when Carnegie had the ball on Penn's 10 yard line and the score was tied.

"McGimple goes off tackle for five yards", reported the impartial sportscaster. "Second down and five to go for a touchdown for Tech . . . McGimple goes through again for four more yards . . . Third down and one yard to go . . . They're in the huddle—they come out of it—up to the line of scrimmage . . . The ball's snapped

to McGimple again . . . He drives in hard . . . Oh C___, he fumbled!"

During a coast-to-coast CBS broadcast of a Navy Day program, in which pickups were made from the Navy's airship *Macon* and vessels of the Fleet off Long Beach, along with several cutbacks to Los Angeles studios, the announcer concluded: "We will now take you to our studios in Los Angeles where Raymond Paige and his orchestra will play an appropriate Navy Day salute to Uncle Sam's sea forces"—whereupon Mr. Paige and his boys played *But Honey, Are You Makin' Any Money?*

A "question and answer" commentator received a letter from a listener asking how a radio compass station functioned in guiding ships into port in foggy weather. He turned the query over to the station's technical department for the data. Luckily, he "woodshedded" the act before he went on the air—for wherever the technician had dictated "radio compass station", the stenographer had substituted "radio comfort station".

Vice-President Charles Curtis came to Los Angeles to officiate at

the opening of the Olympic Games in 1932. He had 17 words to speak. They were mailed to him for "rehearsal" a month in advance. He rode with them across the continent. He was checked and double-checked when he arrived in Los Angeles. Finally, standing before 100,000 solemn spectators and athletes, the Vice-President with great deliberation uttered for history: "As Vice-President of the United States I hereby open the 11th Olympiad of the Modern EREA." It was truly a "tremendacle spectous", as an announcer commented.

Harry Flannery, news director of KMOX, St. Louis, tells, among others, the one on Elsie Hitz, who, at a critical moment when she was supposed to suggest, "Give the bell a pull", astonished herself and demoralized the cast with "Give the bull a pill". Another time, according to Mr. Flannery, Dr. Herman Bundesen, broadcasting over a Chicago station, picked up his script with the last page first and began a radio chat with "And so ladies and gentlemen, good night". And then there's the one about Ed Allen, when he was with WIND in Gary, announcing that a clothing store sponsor was presenting its "greatest closing sale in history".

Lee Little, now with CBS in New York, back in St. Louis once was to follow a sound record of machine gun fire with the announcement: "Machine gun fire, cannons, the roar of bombing planes. They're all in the story about 'My Days in the War', by Sergeant York in the Sunday *Globe-Democrat*." But the operator put the transcription, recorded at 78 r.p.m. on a 33 r.p.m. turntable, and Mr. Little made his thrilling announcement after a putt-putt that sounded like a motorboat.

Last-Minute Scramble Begins To Acquire Grid Sponsorship

Oil Companies Monopolize Football Schedules; Only Four Pro Teams Have Sponsors to Date

LATE placement of spot broadcasting for the autumn has been especially acute in the case of football, with both college and professional sponsorship in an uncertain state during mid-August. Last year football contracts had been in a more advanced state at the same period.

As in 1937, Atlantic Refining Co., Philadelphia, will be an active sponsor of college football games. Although the complete Atlantic schedule could not be obtained from N. W. Ayer & Son, Philadelphia, it has been announced that the company will sponsor the entire 1938 Yale schedule of home games on 11 Yankee stations, as well as the out-of-town Penn-Yale, Cornell-Dartmouth and Duke-Pitt contests. Atlantic is understood to have outbid Socony-Vacuum Oil Co., 1937 Yale sponsor, for the 1938 schedule. Socony is out of football this season.

The Yale season opens in New Haven Oct. 1 with the Columbia game, followed Oct 8 by Penn-Yale, at Philadelphia; Yale-Navy Oct. 15; Yale-Michigan Oct. 22; Yale-Dartmouth Oct. 29; Yale-Brown Nov. 5; Cornell-Dartmouth Nov. 12 at Ithaca; Yale-Harvard Nov. 19. The Duke-Pitt game takes place at Durham, N. C., Nov. 26. Bill Slater will handle play-by-accounts for Atlantic.

Network Plans

Only one network broadcast with a football slant has been signed to date, the Liggett & Myers Tobacco Co. football forecast, and scores, on NBC Thursday and Saturday respectively. The networks themselves will broadcast games Saturday afternoon, selecting contests from different regions to spread them around the map. Tidewater Associated Oil Co. again will sponsor West Coast games.

Wadhams Oil Co., Milwaukee, again will sponsor the entire football schedule of Marquette U. on WISN, Milwaukee. Alan Hale, of WISN, will announce. Scott-Telander Adv. Agency, Milwaukee, placed the account.

In addition Wadhams will sponsor games of the Green Bay Packers, professional team, probably on a group of Wisconsin stations. WTMJ, Milwaukee, is understood to have the Packers' option.

In Cleveland the Rams games will be carried on WGAR, it is reported, but no sponsor has been announced. Last year Standard Oil Co. of Ohio sponsored the games and the firm has an option this year which has not been exercised. No sponsors have been signed by the Philadelphia Eagles, Pittsburgh Pirates, Brooklyn Dodgers, New York Giants, or Washington Redskins, although all were involved in active negotiations.

Chrysler Corp. will sponsor broadcasts of the Detroit Lions on WJR, Detroit, with Harry Wismer and Harry Kipke as announcer and commentator [BROADCASTING, Aug. 1].

B. C. Remedy Co., Durham, N. C., will sponsor Big Five football games on WPTF, Raleigh, N. C., and perhaps other stations.

Contracts for sponsorship of professional football games in Chicago have been signed and those for sponsorship of collegiate football are being negotiated. General Mills, Minneapolis (Wheaties), will sponsor 26 games of the Chicago Bears and the Chicago Cardinals, beginning Sept. 11 when the Bears and Cardinals open the season at Soldiers Field. Broadcast exclusively on WJJD-WIND, the series will include seven home games for the Cardinals and nine away on WIND; seven home games and three away for the Bears on WJJD. Russ Hodges will handle the Cardinals broadcast and Jimmy Dudley will air the Bears games. Games played in Milwaukee and Detroit will be broadcast direct, while other away from home games will be aired from the ticker. Blackett - Sample - Hummert Inc., Chicago, is agency.

Preceding all Bears games, Dick Hanley, former football coach of Northwestern University and coach of the East-West game, will be featured in a quarter-hour interview series sponsored by the local Hardings restaurants on WJJD. Following the Bears games, Red Grange will broadcast *Dressing Room Interviews*, a 15-minute series on WJJD sponsored by Newart's Credit Clothing, Chicago.

It is understood that Kellogg Co., sponsor of the Northwestern U. schedule on WBBM last season, may renew this season, but reported negotiations could not be confirmed at J. Walter Thompson & Co., agency handling the account. Home and away games of Northwestern U. were sponsored on WJJD last season by Chicago & Northwestern Railway Co., but the contract has not been renewed for the 1938 season.

WMAQ-WENR will likely continue the policy of broadcasting Big Ten games played in and near Chicago on a sustaining basis feeding some of them to WCFL, although a few of the games may be sponsored. WGN will air the fifth All-Star-Pro football game from Soldiers Field Aug. 31 feeding it to Mutual. The 1938 All-Stars from various colleges were selected by 8,500,000 votes in conjunction with a national poll run by the *Chicago Tribune*.

For the past three seasons WGN has followed the policy of broadcasting unsponsored collegiate games with Manager Quin Ryan at the microphone and with all games fed to the Mutual network. The 1938 schedule has not been drawn up and policy for the 1938 season is undecided.

Following its policy for the past 12 years, Tidewater-Associated Oil Co. of California, with headquarters in San Francisco, will sponsor all the major intercollegiate football games and a number of the more prominent high school contests during the 1938-1939 season.

Although the broadcast schedules and stations and networks to be used this year by Associated are only in the tentative stages, Harold Deal, advertising manager of Associated, stated that last year's record schedule of stations and games will in all probability be duplicated.

All major networks and some regionals will be used again this year, it was hinted by the oil company, in bringing to the air audience the descriptions of the gridiron contests up and down the Pacific Coast. These include NBC, CBS, Mutual-Don Lee and the California Radio System. Last year Associated formed special statewide networks in the Northwest to carry some of its games. It is expected a like move will be made this season, if necessary.

The oil company executives are now in the progress of negotiating with the networks and stations as to time available, rates and game schedules. Deal insisted that no definite reservations have been made on any network or station yet, although some of the negotiations have reached the tentative reservation stage.

It was stated by Associated that the definite list of stations, networks and broadcast schedules for the football season will not be completed until Sept. 1 or later. Sportscasters to handle the games have not been definitely decided upon, but in all probability some of those used last year will be re-engaged.

Meantime Associated recently completed a spot announcement campaign in the Pacific Northwest for its fruit tree sprays and at present is sponsoring a show over KIRO, Seattle, titled "Let's Get Associated with Washington". The program is featuring Clifton Pease, who relates the history of the State of Washington and tells about interesting spots to see in the State. It is heard Tuesday and Friday from 6:45 to 7 p. m., PST.

Kites from KITE

KITE, Kansas City, to merchandise change of its call from KXBY, is using the kite design extensively. D. E. "Plug" Kendrick, new vice-president and general manager, gave away to children 1,,000 full-sized kites during the last fortnight through 1 Park View drug stores. All station calling cards are in a miniature kite design, and letterheads, contract forms and other stationery carry the kite insignia.

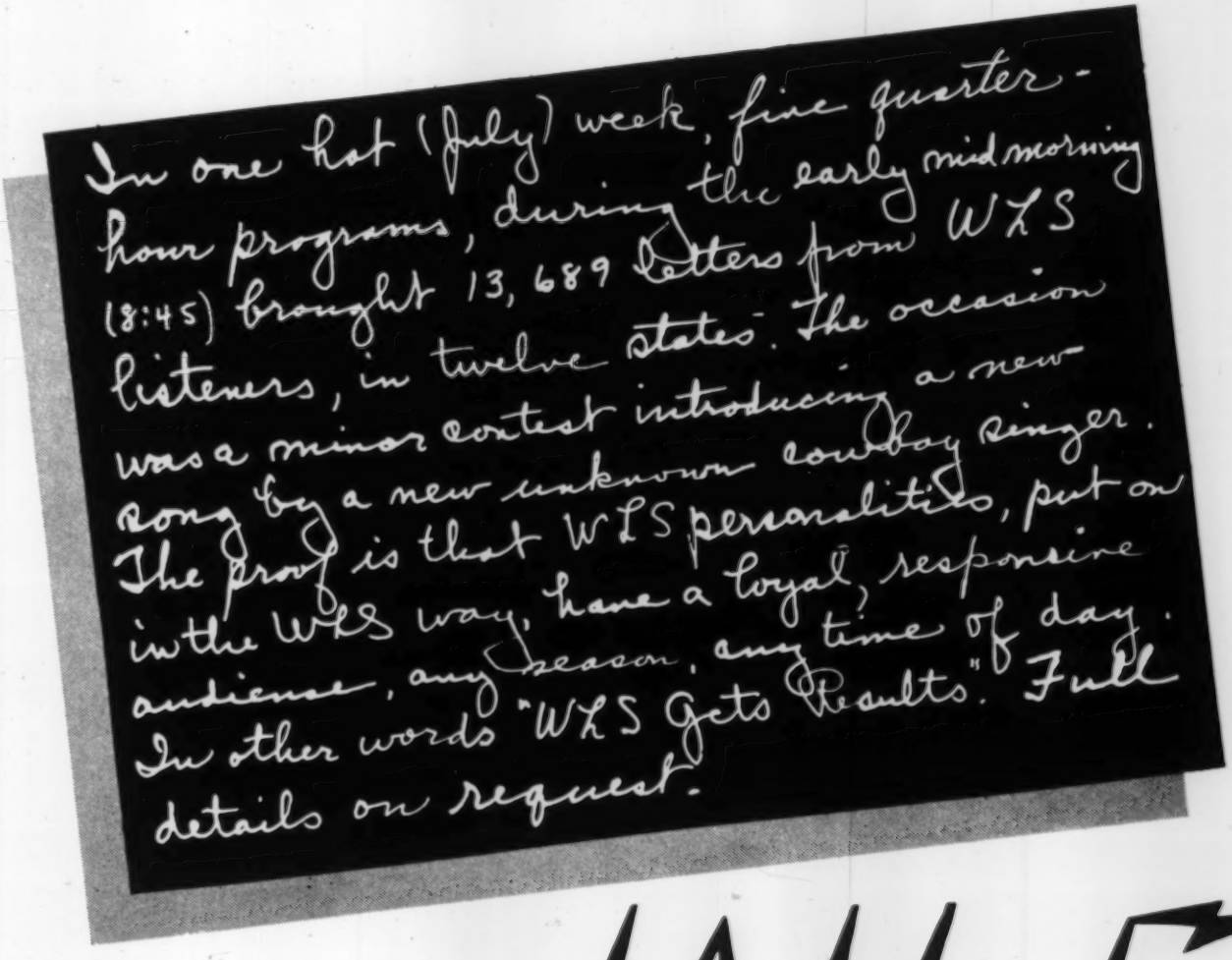
STREET ENTRANCE to the KSFO Annex to San Francisco's Palace Hotel, dedicated with appropriate ceremonies Aug. 12. Under construction since June 1937, the new $250,000 home of KSFO includes two floors with seven studios and 26 offices designed by the CBS architect, William Lescaze. Inaugural broadcasts included *San Francisco Showcase* starring Jack Meakin and Lud Gluskin orchestras, Tito Guizar, Joe Stafford's Pied Pipers, Simeone Sisters and Hollywood talent. There were salutes by CBS affiliated stations over the Pacific CBS network.

Chimes Over Broadway Heard Hourly From NBC

NBC chimes, famous musical trademark recently adopted as dinner gongs on the B. & O., Alton, and New York Central lines, began Aug. 11 tolling off the hours for New Yorkers and out-of-towners passing through Radio City and the ad acent plaza and walks of Rockefeller Center. Synchronized with a large ornamental clock overlooking the plaza, the chimes mark each hour between 8 a. m. and 1 a. m.

To make the chimes audible in streets about Radio City, a system has been set up including a loudspeaker, three small clocks and the large ornamental clock in the south facade of the International Bldg. The loudspeaker is installed behind the grille of the large clock face, where two of the smaller timepieces also are located. The first small clock turns on the chime system; the second, a subsidiary control, switches on the loudspeaker a few minutes before the hour and cuts it out immediately after the chimes, which are located in NBC's main equipment room in Radio City, have sounded.

Five Daytime Programs - 14,000 Replies - From Twelve States!


In one hot (July) week, five quarter-hour programs, during the early mid morning (8:45) brought 13,689 letters from WLS listeners, in twelve states. The occasion was a minor contest introducing a new song by a new unknown cowboy singer. The proof is that WLS personalities, put on in the WLS way, have a loyal, responsive audience, any season, any time of day. In other words "WLS Gets Results." Full details on request.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* *(Chicago)* Glenn Snyder, *Manager*

National Representatives:

INTERNATIONAL RADIO SALES

Chicago, New York, Detroit,
Los Angeles, San Francisco

Aimless FCC Program Policy Harassing Station Operators

Fails to Make Headway in Dealing With Problem; Pending Citations Involve Diverse Charges

UNREST among broadcasters over the lack of consistent FCC policy in connection with citations on program complaints has developed into a state amounting virtually to some alarm in industry quarters.

Though the FCC is in its summer doldrums, it has made little headway on the surface in dealing with the complaint problem. No established policy yet has been adopted although it is stated in the Commission's behalf that it no longer is issuing "temporary licenses" pending investigations of complaints. The stop-gap procedure, it is stated, is that of thoroughly investigating complaints before taking action. The action, once the complaints are found to have merit, is to set down the renewal application of the station for hearing.

A committee of three (Payne, chairman, Sykes and Case) was designated last March 9 to survey the entire subject of complaints and to make recommendations to the full Commission. Thus far, it is understood, it has held only one or two meetings and is awaiting further data from the FCC law department before making definite recommendations.

Two Dozen on Slate

A search of FCC records made by BROADCASTING shows that some two dozen stations have had their renewals set for hearing—most of them in connection with program complaints but several because of purported technical violations, discrepancies in transfer of control, etc. In addition, some 15 stations hold temporary licenses pending investigations involving complaints. These temporary permits, it is held, were issued prior to the change in procedure several weeks ago.

The new policy of designating renewals for hearing because of complaints, and after investigation, apparently was inaugurated June 20 when WJJD, Chicago, was set for hearing because of complaints said to involve "certain patent medicines". A formal press release was issued. While it did not at first make known the products causing the citation, in the appearance made public Aug. 4 the FCC specified Cystex, internal remedy, and Kolor-bak, hair preparation.

Purported "fortune-telling" programs having an alleged "lottery" element and medical programs appear to dominate those under closest scrutiny by the FCC in designating renewals for hearing.

The legality of the action of the FCC in setting for hearing program complaints on so-called "lotteries" may be tested by certain of the stations designated for hearing on that basis. Among some lawyers the view is held that the FCC does not have authority to initiate such actions but that the local authorities should take action in the first instance, and then if the station is found culpable, the Commission could act on the station's renewal. [See article on this page].

A search of the FCC records on stations whose renewals have been set for hearing discloses that in most instances the notices of hearing mention the actual programs against which complaints were made. A summary of the more significant notices follows:

WMMN, Fairmont, W. Va.—So-called "fortune-telling programs" under sponsorship of Dr. J. A. Meyers, titled *The Unseen Advisor*, broadcast during the period Aug. 7, 1937 to Jan. 30, 1938. (No hearing date set.)

KMPC, Beverly Hills, Cal.—Programs broadcast by or under the sponsorship of "Mr. Robert Noble" having to do with a pension plan; also the pendency of an application requesting KMPC's facilities. (No hearing date set.)

Alleged Lotteries

KFPW, Fort Smith, Ark.—Programs broadcast by an individual identified as "Cha" from March 7 to March 15, 1938. (Set for hearing Sept. 19, 1938.)

KGGC, San Francisco—Whether programs broadcast by one D. C. Kinkead under the title *Cal King's County Store Programs* from Aug. 12, 1937 to Jan. 22, 1938 violate the lottery provision of the Act; whether programs broadcast by Robert Noble or other parties on behalf of a pension plan entitled *$25 Every Monday Morning* were in the public interest; whether programs broadcast by the distributors of "Tampax" were in public interest; whether programs broadcast under the sponsorship of the Basic Science Institute were in the public interest; whether labor programs broadcast under sponsorship of CIO were in the public interest; whether programs concerning the "California Pension Plan" were in the public interest; and also matters relating to whether purported lease of the station and assignment of license to S. H. Patterson, William C. Grove, or other parties violated the Communications Act provision on transfers and whether entry by the station into a managerial contract with S. H. Patterson was in accordance with the Act. (Set for hearing Sept. 26, 1938.)

WAAB, Boston—Whether programs entitled *The Kay Plan* broadcast under sponsorship of the Kay Jewelry Co. violated the lottery section of the Communications Act; whether the program entitled *The Crusaders* and the program sponsored by the "League For Civic and Political Decency" were in public interest; whether the licensee of WAAB or any officer, director, or employe utilized the facilities of the station "to promote or oppose the interest of any candidate in the 1937 mayoralty election" in Boston; whether the licensee of WAAB has used the station "at other times to promote or oppose the interest of any candidates for public office or has used the station to promulgate the viewpoint of the licensee or persons in control thereof, on public questions in general, particularly during any program identified as an 'editorial', or release of the Colonial Network News Service Broadcast during certain periods from 1937 to 1938." (Set for hearing Sept. 30, 1938.)

WBBZ, Ponca City, Okla.—Whether the astrological programs broadcast by one "Nada" in 1937 were in the public interest, together with routine determinations and engineering standards, as well as alleged operation "point-to-point" in violation of the Communications Act. (Set for hearing Sept. 7, 1938.)

Diathermy Citation

WHBI, Newark, N. J.—Whether programs sponsored by Home Diathermy Co. from Feb. 6 to approximately March 31, 1938 were in the public interest and whether program material broadcast over the station on or about Dec. 20, 1937 "was obscene, indecent or profane" in character and in violation of Section 326 of the Communications Act. (Set for hearing Sept. 14, 1938.)

WMBC, Detroit—Whether broadcasts under the sponsorship of Finsterwald Furniture Co. relative to a game entitled "Finwald" were contrary to public interest or in violation of the Communications Act, particularly Section 316 dealing with lotteries and other similar schemes. (Set for hearing Sept. 23, 1938).

WMIN, St. Paul—Whether programs titled *Prosperity Night* sponsored by W. N. Cardozo Furniture Co. were contrary to public interest or in violation of the Communications Act, particularly Section 316 dealing with lotteries or other similar schemes. (Set for hearing Sept. 16, 1938.)

Others on Docket

In addition to these citations for hearing on program complaints, another 17 stations either are scheduled for hearing or have had hearings but are awaiting decision on renewals designated for other reasons, among them applications of other stations for their facilities, purported transfer of facilities without authority, protests filed by other stations or experimental authorizations having a bearing on regular assignments. Among these are WNAX, Yankton, S. D.; WRDO, Augusta, Maine; WMBO, Auburn, N. Y.; WHEF, Kosciusko, Miss.; KTRB, Modesto, Cal.; KOBH, Rapid City, S. D.; KMAC, San Antonio, Tex.; KDAL, Duluth, Minn.; KFQD, Anchorage, Alaska; KGDE, Fergus Falls, Minn.

FCC Authority in Lottery Complaint Is Challenged by WMIN and WMBC

JURISDICTION of the FCC over programs alleged to violate the "lottery" section of the Communications Act was challenged Aug. 2 in pleadings filed with the FCC on behalf of WMIN, St. Paul, and WMBC, Detroit. The stations, cited for hearing on renewal of their licenses because of broadcasts of programs having a contest and prize element, filed identical appearances through their attorneys, Arthur W. Scharfeld and Philip G. Loucks.

In stating in each appearance that the stations desire to be heard in connection with the renewals, the attorneys, however, advised that the appearances were being filed under protest. In the case of WMIN, the programs against which complaint was made were *Prosperity Night* and *Irish Sweepstakes*. The WMBC hearing was based on announcements concerning a game called *Finwald* sponsored by the Finsterwald Furniture Co.

Jurisdictional Dispute

The attorneys claimed in each instance that the Commission "has no jurisdiction in a proceeding of this character to determine whether there has been a violation of Section 316 of the Communications Act of 1934 [lottery provision] since said section is specifically penal in character and enforceable only by the appropriate authorities in the district where the offense is alleged to have been committeed."

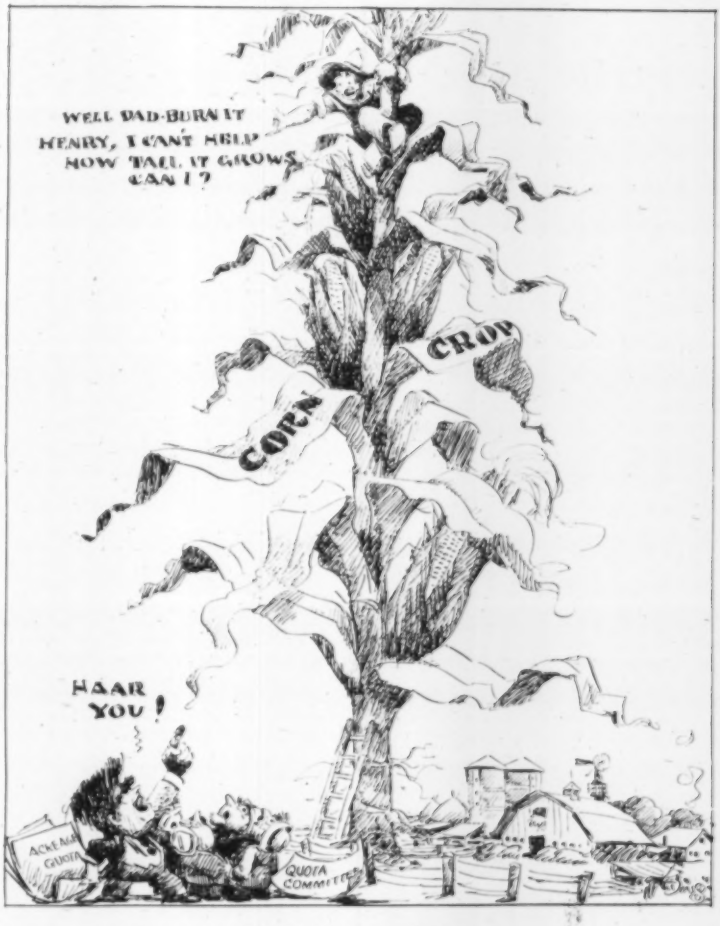
It was contended on behalf of the stations, moreover, that neither the Communications Act nor any other statute confers upon the FCC any jurisdiction concerning "the nature and character of the program service" rendered by the stations "or power of censorship or authority to impose any restriction or fix any condition interfering with the right of free speech by means of radio communication." The stations, the appearances continued, do not submit themselves to any jurisdiction over programs and save their right to object to any hearing or any testimony that may be developed at any hearing with respect to such matters set out in the Commission's notices.

In each instance it was contended that the stations had not been operated "knowingly" or otherwise in violation of the lottery section of the Act, but on the contrary the programs against which charges had been made had been sponsored by reputable business establishments as a means of promoting listener interest and no considerations were received by the sponsors or the stations nor was any consideration given by persons participating in the particular programs.

It was brought out that the stations are not now broadcasting the programs complained against. Moreover, it was said that programs similar to and identical with those titled *Finwald* and *Prosperity Night* have been carried regularly by other stations licensed by the FCC and are presently being broadcast.

The WMBC application has been set for hearing on Sept. 23 and that of WMIN Sept. 16.

WMT Gives Complete, Profitable Coverage of 22,000,000 Acres of America's Richest Farm Land



Courtesy of Des Moines Register

TO reach the prosperous farmers living on 22½% of all the Grade "A" land in the United States with profitable consistency and at *lowest* cost, your radio campaign should include WMT. Figures recently received from Iowa State College show that 22½% of the Nation's Grade "A" land lies within WMT's ½ millivolt line.

This station . . . Iowa's largest in daytime coverage . . . covers a *larger* section of the Nation's richest farm area than any other station and at the *lowest* cost. Included in WMT's ½ millivolt line are 747,569 *Radio Homes* and a total population of 3,151,776.

Here's why many alert advertisers and agency men consider WMT an outstanding radio value . . .

> Iowa is one of the most important agricultural states in the Union. The total annual farm income regularly exceeds one-half billion dollars.

But that's not all—Above the tall corn of Iowa rise thousands of factory smokestacks, for Iowa is rich in industries. Her total industrial volume is richer by approximately 100 million dollars than her great agricultural total.

Add to this the fact that WMT's ½ millivolt line also includes portions of Missouri, Illinois, Wisconsin and Minnesota. Truly a huge potential market!

Cash in on this profitable market. Avail yourself of the few choice Fall spots still open. Write today for full details.

WMT-Cedar Rapids-Waterloo
600 on the Dial

NBC Basic Blue

Mutual Network

Iowa Network

The KATZ Agency, Inc.

Representatives

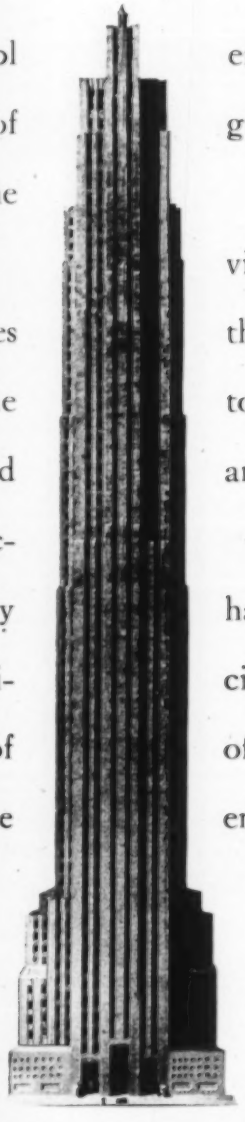
TWO UNIQUE

RCA INSTITUTES

Builds Man Power for the Industry

RCA Institutes is America's only school that is exclusively devoted to courses of instruction of collegiate standing in the science of electrical communication.

Organized in 1909, RCA Institutes has constantly kept itself attuned to the needs of the industry. It has progressed with the industry, and has added instruction in new developments sufficiently in advance of their commercial application to insure an adequate supply of trained personnel. Television is one example of this.



The student body of RCA Institutes is drawn from the entire United States. It is usually possible to place employers in touch with RCA Institutes graduates from their own States.

Because its Board of Technical Advisors are key men in various phases of the radio industry, the school has access to sources of information which insure an up-to-date and accurate curriculum.

The faculty of RCA Institutes has had broad experience in the commercial field. The student receives a type of intensely practical training not generally afforded in institutions of higher education. For full details and particulars, address RCA Institutes, Inc., 75 Varick Street, New York, or 1154 Merchandise Mart, Chicago.

SERVICES OF RCA

★

RCA REVIEW

Creates a Permanent Record of Radio Science

★

The RCA Review is a quarterly journal dedicated to a current and permanent record of radio science and research. It is published by the RCA Institutes Technical Press.

The editorial contents of RCA Review consist of articles written by some of radio's leading technicians and engineers. In its pages have appeared the first public accounts of many of the most important advances of various phases of electronics.

To every new paid subscriber of RCA Review there is sent without charge a copy of "Television" Volume II, a 435-page volume with over 250 illustrations. In October, another important and timely book, "Radio Facsimile" will be ready for free distribution to paid subscribers on record who have not received "Television" in respect to the same subscription year. A two-year subscription carries assurance of the receipt of both "Television" and "Radio Facsimile." Subscription rates—United States and Canada: 1 year, $1.50; 2 years, $2.50; 3 years, $3.50. To other countries: 1 year, $1.85; 2 years, $3.20; 3 years, $4.55.

The only Book of its Kind

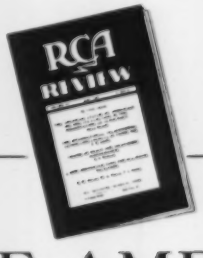
"RADIO FACSIMILE"

(Ready about October 15th)

A complete volume on a subject of great general interest in the field of radio at this time — the transmission and reception of recorded images. New original technical articles—RCA laboratory bulletins not previously released—history of radio facsimile in photographs—facsimile programs analyzed for the first time—reprinted articles from technical publications—profusely illustrated.

This volume will be of first importance to engineers because of its comprehensive treatment of a subject on which there is at present very little technical literature.

This new book will be distributed without cost with all new paid subscriptions where preference to "Radio Facsimile" is indicated, and with a second or third year subscription with which "Television" was not included. Address subscriptions to RCA Institutes Technical Press, 75 Varick Street, N.Y.



RADIO CORPORATION OF AMERICA

RADIO CITY, NEW YORK

RCA Manufacturing Co., Inc. · Radiomarine Corporation of America · National Broadcasting Company · RCA Institutes, Inc. · RCA Communications, Inc.

Signed AFM Contracts Asked From Independents by NCIB

Deadline Delayed by Musicians, Committee Adds Two Members In Personal Drive on Stations

WITH the deadline laid down by the American Federation of Musicians for the completion of contracts between nonnetwork stations and their local AFM unions extended a month, from Aug. 1 to Sept. 1, the National Committee of Independent Broadcasters has embarked on a follow-up campaign to insure the readiness of these independent stations to meet the new deadline without further postponement. This nine-man committee, which negotiated the standard agreement for all stations not affiliated with the major networks last spring [BROADCASTING, May 1] and which secured the month's deadline postponement on Aug. 1, has pledged itself to follow through and to render individual personal service and assistance to any station which wants or requires help in concluding its contract.

Two new members were added to the committee for assistance in this task, O. L. Taylor, KFYO, Lubbock, and Ralph R. Brunton, KJBS, San Francisco, and the country was divided into 11 zones, each assigned to a member as his personal responsibility. With the goal of first securing from every independent station, whether or not it is exempt from the necessity of employing union musicians under the $15,000 limitation clause, a statement of its 1937 income and expenditures for union musicians, and second to see that each of the 179 non-exempt stations completed and signed a contract with its local union, the committee began an intensive two-weeks' drive on Aug. 8.

Advisory Capacity

Lloyd Thomas, WROK, Rockford, chairman of the committee, emphasized that the committee's purpose was not to force the stations to sign anything against their will, but to assist them by explaining any parts of the standard agreement that may not be clear, by drawing on their own experience in negotiating with the AFM executive board to aid the stations in negotiating their individual contracts, and, if necessary, by taking part in the negotiations. By letters, telegraph, telephone or in person each committee member will be available to any station in his district at all times during the two-week period. The following week, from Aug. 22 to Aug. 29, the full committee will spend in studying the returns preparatory to their next meeting with AFM officials on Sept. 1.

Committee assignments are as follows: C. Alden Baker, WRNL, Richmond, will cover Alabama, North Carolina, South Carolina and Virginia; H. Bliss McNaughton, WTBO, Cumberland, takes Delaware, Florida, Maryland and West Virginia; Harold A. LaFount, WELI, New Haven: Georgia, New Jersey, New York and Utah; Frank R. Smith Jr., WWSW, Pittsburgh: Michigan, Ohio and Pennsylvania; Jack H. Howard, WCPO, Cincinnati: Indiana, Kentucky, Louisiana, Mississippi and Tennessee; O. L. Taylor, KFYO, Lubbock: Arizona, New Mexico, Oklahoma and Texas; Stanley Schultz, WLAW, Lawrence, Mass.; Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont; Edgar Shutz, WIL, St. Louis: Arkansas, Kansas and Missouri; Gregory Gentling, KROC, Rochester, Minn.; Idaho, Minnesota, Montana, North and South Dakota and Wisconsin; Lloyd Thomas, WROK, Rockford: Colorado, Illinois, Iowa, Nebraska and Wyoming; Ralph Brunton, KJBS, San Francisco: California, Nevada, Oregon and Washington.

This zone plan of individual endeavor, to follow up the letters sent out by the committee as a whole to all independent stations, was worked out by a subcommittee composed of Thomas, Howard, Lafount and Baker, who met with Stuart Sprague, attorney for the independent stations, and Everett Revercomb of the NAB headquarters staff who acted as the committee's secretary during their meetings, in a two-day session in New York on Aug. 1 and 2.

The first morning the group studied the returns already in, which included a few signed contracts and income and expenditure statements from approximately half of the independent stations. That afternoon, Thomas, Revercomb and Sprague met with AFM President Joseph N. Weber and reviewed the progress to date, following which Weber consented to the month's extension and agreed to cooperate in the drive for completed contracts by keeping after the AFM locals, some of which had previously shown little or no interest in working out new station contracts. The next day the subcommittee met again to work out the details of the drive.

Disc Supply at Issue

The lethargy of some stations in returning certificates of income and expenditures for musicians to the committee and in beginning negotiations with their locals is largely due, the committee believes, to their ignorance of one fact: That unless they do negotiate these contracts they will lose their supply of electrical transcriptions and phonograph records, representing in many cases a major source of revenue. This will probably be the main argument presented to the stations, that, unless they sign up in sufficient numbers, the AFM licenses to the makers of transcriptions and records will not be renewed after their expiration on Sept. 15, and the supply of recorded music will be shut off.

Following the meeting the committee sent letters to all stations that have not yet filed certificates of income and expense, to all stations now negotiating with their locals, and to all stations whose reports show them to be in the non-exempt class but who have not yet begun negotiations. All letters urged immediate action and offered any assistance desired. While it is too early to determine the effects, the committee reports that from the number of contracts now completed or in the process of negotiation it is confident that a satisfactory number of contracts will have been completed by Sept. 1.

Effect of Wage Boost

While there has been no official discussion between AFM and the transcription manufacturers regarding the terms of the new wage scale [BROADCASTING, July 15] which is to go into effect Sept. 15, the effect of the increases in pay to musicians has been the cause of considerable thought by individual recording companies, who feel that increased costs may result in fewer transcription campaigns. Another possible effect is that smaller orchestras will be used by advertisers with a fixed appropriation, which would defeat the AFM's expressed purpose of increasing employment for its members. AFM reaction is that when pressings of one master disc can be used on an unlimited number of stations, replacing individual musicians in each broadcasting area, no price is too high for men engaged in recording.

The musicians are also very much opposed to recording all the musical themes and bridges for a dramatic series in a single transcribing session and later dubbing the music into place, thus reducing the length of recording time. But transcribers call this fear greatly exaggerated, since music is used as a timing device in most dramatic shows, and must be recorded together with the story so that it may be stretched or condensed to make each transcription come out to exactly the right time.

New Orleans Situation

Completion of a contract between WSMB, NBC outlet in New Orleans, and its local AFM union, on Aug. 5, brought to an end fears that the situation in this city might prove a stumbling block that would upset the whole series of negotiations between the AFM and the network affiliates. After months of haggling, station and union finally got together on a contract that represents concessions on both sides, with the union giving way on the chief cause of dispute and agreeing to accept a contract that became effective on the date of signing, waiving its former insistence that the contract be made retroactive to Jan. 17, date set for all contracts to go into effect.

WDSU, NBC's other New Orleans station, is expected to follow the lead of WSMB and sign without further delay, and WWL, CBS outlet, which abrogated its contract in June, claiming unfair discrimination that it should have been bound by an agreement not observed by its competitors and which reduced its musical staff, is expected to return to its former status under the contract terms.

They All Use Radio

PROMPTED by the recent landslide victory of W. Lee O'Daniel, Fort Worth flour merchant and radio-elected Governor of Texas, eight candidates in the Texas Democratic run-off elections Aug. 26 already have reserved a total of 20 hours on WFAA and the Texas Quality Network. Total is divided into 60 quarter-hours and 10 half-hours.

EVERY MINUTE IS VALUABLE

On WTMJ's 'Bargain-a-Minute' Program Which, Incidentally, Cracks Tough Ones

A FEATURE just developed by WTMJ, Milwaukee, titled *Bargain-a-Minute*, is not only a new departure in commercial broadcasting, but a unique promotion geared for these times to make sales for merchants today "while the selling is still hot in listeners' ears."

The program, broadcast every weekday 8:30-8:45 a. m., is purely an advertising program, making no pretense about entertainment value. The idea is based upon the fundamentally sound idea that bargain news is spot news, an axiom which department stores have capitalized in newspapers from time out of mind.

Silence and a Bell

The program also was born of the idea that today's shopping public is price-conscious, bargain-seeking; and by the same token many merchants need cash and would take to a fast-producing promotion designed to bring quick-money sales.

Bargain-a-Minute opens with a fast-stepping transcribed theme. Two announcers, Bob Heiss and Bill Evans, go to work on the sponsors' wares, with a metronome ticking to indicate that every moment which slips away is loaded with savings for the housewife. At the end of each sponsor's portion of the program a bit of music fades in for punctuation. Each price is made to stand out like a sore thumb by means of a brief pause and the sound of a ship's bell.

Each sponsor is allowed 100 words and can use as many "specials" as he chooses. Each sponsor furnishes one or more of the most intriguing special offering that he can set up. These "specials" are exclusive on WTMJ's *Bargain-a-Minute* and are so advertised to the listening public.

Spots on *Bargain-a-Minute* are sold by WTMJ on a non-cancellable basis for a minimum of 13 times and the advertiser must use at least three spots a week. Names of firms participating are announced at the opening of the program. Typical sponsors include two department stores, men's and boys' clothiers, bedding equipment concern, credit jeweler, coal company, electric refrigerator outlet, used car dealer and others. The promotion has been the means of cracking some new accounts, according to WTMJ executives.

Something like *Salmon*

"Today," said WOR's Mr. McCreedy, "it's RESULTS we ought to tell 'em."

"Meaning . . . ?" we prompted.

"A school," said McCreedy, "that in less than eight months on WOR, eveningtime, pulled 17,111 leads and turned 1,882 into sales. In fact, every dollar spent on WOR pulled $46.28."

"And . . . ?"

A gay light flickered in McCreedy's eyes as he scanned the papers on his desk.

"Well, there's the beverage manufacturer," he told us, "who in less than five months on WOR, popped up with a 23% sales increase during a time when everyone was retrenching for recession. WOR gets most of the credit for this. But I don't know whether we were responsible for the two new plants he built."

"Sounds something like Salmon," we added.

"What?" asked McCreedy.

"The food manufacturer . . . the one we call Salmon."

"Oh, yes. But his name really isn't Salmon. Doesn't matter, though . . . The fact is—he got WOR's housewives to try his product. In 3 months he jumped his sales 64%."

"That's the one who was so pleased with the WOR job that he added several other stations, isn't it?"

"Right," said McCreedy.

"Anything else?"

"Hell, I've got more to do than sit here talking all night!"

WOR

FCC Permits Transfer Of KHUB to Publisher

KHUB, Watsonville, Cal., goes into the hands of new owners Aug. 20 by virtue of an FCC decision Aug. 10 authorizing transfer of the 250-watt daytime station on 1310 kc. to John P. Scripps, chief stockholder in the John P. Scripps Newspapers Inc., publishing the *Watsonville Register* and *Evening Pajaronian*, *Santa Ana Journal*, *Ventura Star* and *Free Press* and *Santa Paula Chronicle*. It was purchased for $35,000, and Examiner Irwin after a hearing had recommended in favor of the transfer.

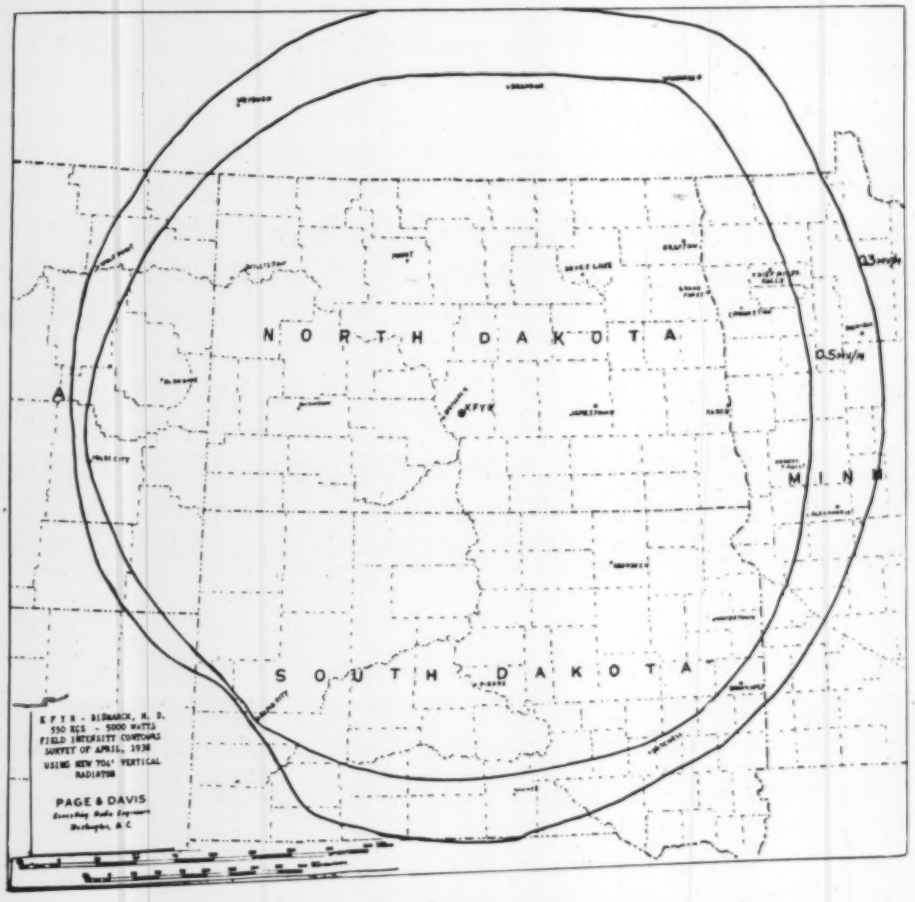
The station was initially licensed to F. W. Atkinson, publisher of the Watsonville newspapers in April, 1937, but Mr. Atkinson died the same month. The Scripps interests (not connected with Scripps-Howard) entered into negotiations with Anna Atkinson, widow, to buy the newspapers for $105,000 and the station for $35,000.

Film Moguls Ignore Sponsored Radio In Million Dollar Promotion Campaign

AN ADVERTISING appropriation of a million dollars, raised jointly by motion picture producers and exhibitors, will be spent this fall for an institutional campaign built around the slogan, "Movies Are Your Best Entertainment". Full-page copy will be run in every daily newspaper in the country, except in those few towns which have no motion picture houses, beginning Sept. 1. A question game, with 5,000 prizes totaling $250,000 including the first prize of $50,000, is a major part of the promotion, entry blanks being available only at movie box offices.

All of the paid national advertising, which will be confined to newspapers, will be run within three weeks, following which the contest and local promotion are expected to keep movie attendance up during the remainder of the year, according to Jack B. Peters of Donahue & Coe, New York, agency selected to direct the campaign. In response to a query regarding radio, Mr. Peters told BROADCASTING that the impossibility of buying desirable network time for three weeks only had definitely ruled out the use of this medium. However, he added, the campaign will be promoted on many programs using motion picture stars as regular or guest artists, such as the Maxwell House—M-G-M programs.

Cooperating with Donahue & Coe in the campaign which was approved by producers and exhibitors at a New York meeting on July 28, other advertising agencies handling motion picture accounts have combined their contribution to the campaign: Biow Co., Blaine-Thompson, Buchanan & Co., J. Walter Thompson Co., Lord & Thomas and Kayton-Spiero Co.



The largest primary Area of any radio station in the United States regardless of size.

Write for our new brochure

550 Kilocycles
NBC Affiliate

KFYR

5000 day
1000 night

Bismarck, North Dakota

National Representatives . . . . . Gene Furgason & Co.

Fred J. Hart Resigns From Hawaiian Stations

FOLLOWING the FCC's recent action authorizing a transfer of control of Honolulu Broadcasting Co. Ltd., operating KGMB, Honolulu, and KHBC, Hilo, to Pacific Theatres & Supply Co., Ltd., Fred J. Hart, general manager of the stations with headquarters in San Francisco, announced his resignation from the organization, effective Sept. 1. Its San Francisco offices have been closed and combined with those of John Blair & Co., with L. D. West, manager, moving into the offices of Lindsey Spight, San Francisco manager of the Blair representative organization.

Mr. Hart

Mr. Hart has disposed of his stock in the company which is controlled by a group of theater men but includes executives of the *Honolulu Star-Bulletin* as 24% stockholders. Mr. Hart has not made known his future plans, but at present he is interested in the development of a Radioscope for the detection and control of disease by radio.

Texaco Discs Popular

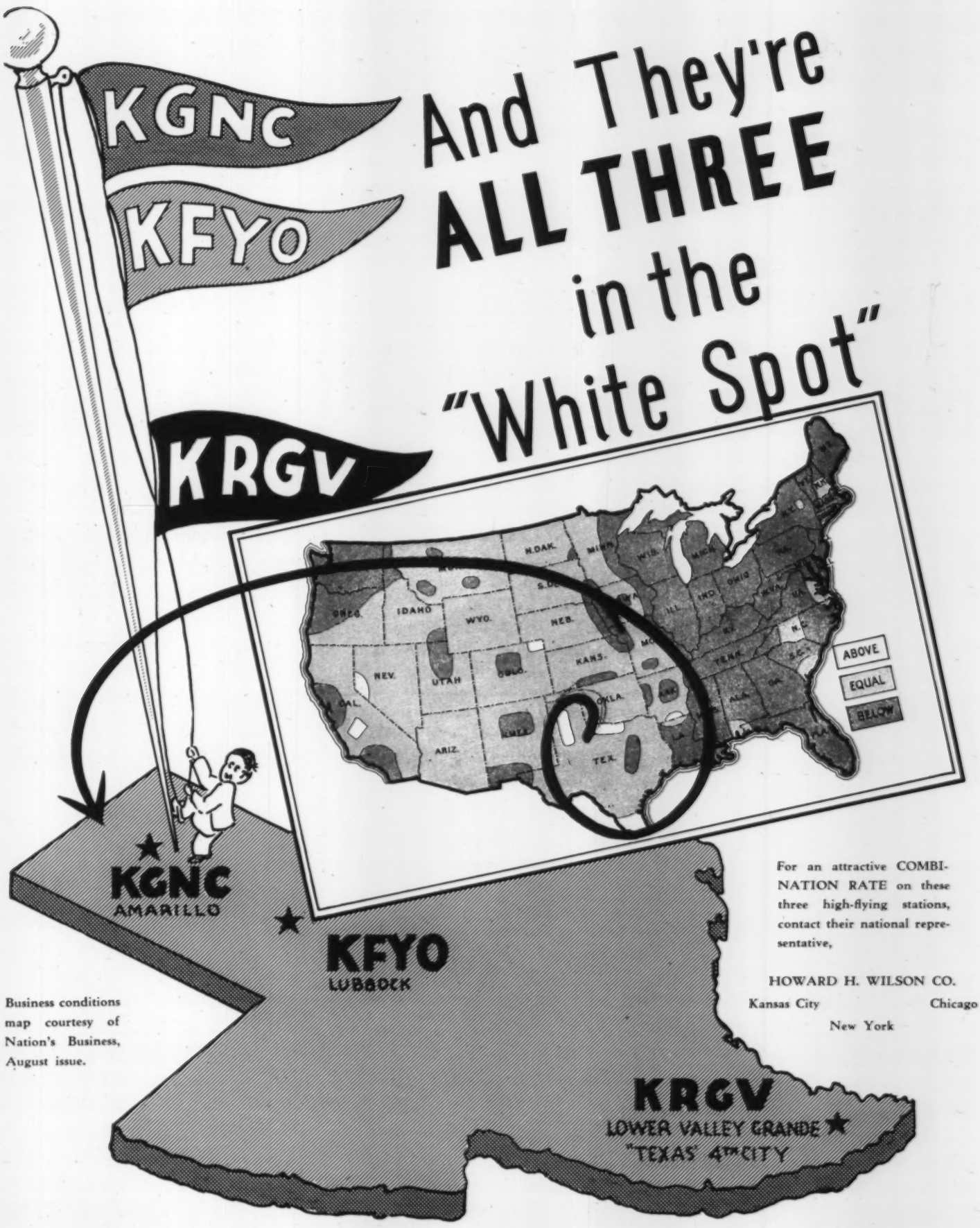
THE cooperative plan for advertising by radio that the Texas Co., New York, is offering its dealers on a cooperative basis [BROADCASTING, July 15], is proving popular with the Texaco retailers, according to Louis A. Witten of Buchanan & Co., New York, Texaco agency. Although it has been less than a month since the oil company's salesmen first started telling dealers about the campaign, well over a hundred dealers have had their local stations write to the agency for sample records for audition purposes, and already more than 25 dealers have signed contracts for the series. Program, a 15-minute transcription, *Texaco Circle Service Boys*, may be ordered on a one, two, or three times a week basis, as the dealer prefers.

New KWEW on the Air

KWEW, new 100-watt outlet on 1500 kc. authorized last Dec. 31 by the FCC to be constructed in Hobbs, N. M., went on the air Aug. 8—the birthday of its owner, W. E. Whitmore. Mr. Whitmore is also the owner of KGFL, Roswell, N. M., and was at one time owner of KGGM, Albuquerque, and KICA, Clovis, N. M. RCA equipment is used throughout and Standard Library Service has been ordered. Manager of the station is Ben Parker; program director, Grady Rapier; chief engineer, Floyd Emanuel; advertising manager, Raymond Waters.

NEGOTIATIONS are on between Don Lee Broadcasting System, Los Angeles, and Republic Productions Inc., Hollywood, for sale to the latter of the film serialization right to *The Phantom Pilot*, sponsored five times weekly on that network by Langendorf United Bakeries, San Francisco.

TWELVE hours weekly of variety shows have been signed by WIP, Philadelphia, for Adams Clothes Inc., the station's largest block sale of time in its history.



Business conditions map courtesy of Nation's Business, August issue.

For an attractive COMBINATION RATE on these three high-flying stations, contact their national representative,

HOWARD H. WILSON CO.

Kansas City Chicago

New York

I Like Everything English, Except —

Twice-Explained Double Entendres, Oft-Told, And Many Bow Bells Irk an American

THE AUTHOR is an American physician, who has just returned from a year's study in England under the auspices of the Rockefeller Foundation. A radio fan of long standing, he turned to the Britain's ethereal offerings for recreation. His impressions, as a listener, of both the "American Plan" and the "English Plan" of radio are published herewith anonymously because, as a physician, he deems it improper to divulge his identity, which isn't vital to the article, anyhow.

I JUST came back from London where I have been living for the past year. I like the English, the people, the things they do, and the way they do it; that is, most everything they do and the way they do most everything. We hear a lot about the English muddling through. Maybe they do, but I have such a profound respect for them that it seems that they are not muddling but purposefully following through a plan. If this impression is correct, the one thing that I didn't like about the English shows up in the worst light.

Anyway, here I was in England for a year studying and working hard and one of my favorite forms of relaxation has always been listening to the radio. So I bought a cheap set, paid my luxury tax, then sent in my 10 bob to His Majesty's government and proceeded to listen to some worthwhile programs. When I realized they were telling me what they wanted me to know and not what was really happening, I tried to accept it philosophically and say, well, I am not at home, I'm in England.

And then I began to listen to the peals of the Bow Bells. Actually I became rather fond of the good old Bow Bells, especially when I began to hear them one to ten minutes at a time in lieu of some program which was scheduled to go but missed the train as a result of poor timing in the program setup.

Tonsil Trouble

Even when it took me three months to listen to a perfectly organized dramatization of the Count of Monte Christo, I still tried to be patient. When I tried to appreciate the funny programs and found that I could see little or no humor in them, I still tried to think—well, after all, this is England.

I became a bit weary of the long waits between programs. I seriously considered sending the BBC some free samples of various cough drops and catarrh cures because it seemed that most of the laryngeal infections were being carried about by the announcing staff. One could not, however, be very offended at this for since they were obviously English gentlemen, they invariably apologized after each coughing attack.

Now Gracie Fields is "Britain's Baby". I had seen her in the music halls and liked her myself but it really did tax one's ability to remain quietly seated when Gracie did "Sally" and "Little Old Lady" four times in three days. I should have liked on many programs to change the station but eventually I laughed and quit "Cause I seen they had me". If I would change from the national program to the Midland or the Scottish, the joke was on me because I probably would have heard the same program one or two weeks before. Oh, I'll admit there were some advantages in that. I could hear something that I particularly liked a second time but the percentage was against it.

I have never liked to be thought of as prudish, but when I heard on a "comedian's program" the following story I was certainly glad my old gray-haired mother was not sitting there; for although she may be perfectly human, I like to think it's the sort of story she would not enjoy.

As a means of pulling some gags, this man was pointing to the good features of cottages in a caravan camp which when translated into American means a trailer camp. He was telling the young lady stooge that this particular cabin had had as inhabitants the previous summer a honeymoon couple.

Shortly after their arrival, the gentleman became quite ill. The doctor was called and, upon completing his examination, gave the wife a powder. She asked for complete directions as to administration to her husband but was told, "That's not for your husband, miss, it's for you. If you would get some sleep then your husband could also rest, he's worn out." If one had been a little more acute, the entire meaning might have been grasped. As it was you can see that a few four-lettered words were left to the imagination.

Well, I guess one gets used to anything because when I heard this same story one week later, I found I was not near as shocked as I was the first time.

Harps and Flowers

This is the first article of this type I have ever written. I felt like writing lots to the BBC but I used to get a tremendous amount of satisfaction from reading "Curt Comments" in the *Evening Standard*. They gave me a type of vicarious satisfaction. I would sometimes quietly wallow in pleasure at the darts shot at the BBC. I didn't realize until sometime later that the BBC was absolutely inpenetrable.

I loved that columnist when he would give thanks for having had to listen to the Bow Bells for only a total of one hour and eight minutes. I reveled in his complimenting an occasional program and suggesting that each listener dial to this recommended program immediately for sure as fate as soon as it became popular, the BBC would immediately withdraw it. But I like England and everything English—well, almost everything.

Then, because I still liked radio I visited the home of this absolute monarchy. I wanted to see the sort of place that housed the recipients of ten shillings each from every radio set possessor. Well, that was worth it. I have seen the NBC and the Columbia New York studios but I was very ashamed to think that we couldn't touch the BBC.

I was treated like a visiting Elk, personally conducted about the building, shown the brilliantly decorated, indirectly lighted rooms which one seems to continuously run into and out of. I saw huge vases where fresh cut flowers are placed every day. I saw the room completely outfitted in the style of manorial Tudor where Lord Whossis broadcasts over a completely hidden microphone to save 'is Majesty's nerves. I saw the church where all religious services are held, with it banks of fresh cut flowers, its indirectly lighted altar, its majestic furnishings.

I saw the room more or less reserved for His Majesty's use. I saw smoking rooms for the so-called artists. I saw created designs on the clocks, each one of which had a different face. I saw lots of places where the ten shillings each was put to use and when I got home I turned on the *wireless* but I found the same programs that I had heard before and I thought, it's just too bad you can't hear the flowers and the indirect lighting.

But, then, I thought, television is the answer, and so I went to see a television show. I had read in the English newspapers that England was far ahead of America in television, so I thought I would see for myself. After seeing jerky, rather unclear programs which showed plain, black programs of two to five minutes duration, again my faith was restored in America and things American, for if America is behind England in television, thank Heaven we have sense enough to hold off until a degree of perfection is reached.

Once a week there was a trans-Atlantic broadcast of dance bands, and talking of blindfold tests, I am sure a stopped-ear test could distinguish that one half-hour from the rest of the week.

Well, I stayed the whole year, still listening to the same type of program, pretty well convinced that the American idea of competition was the soundest in any enterprise and that while the BBC may have been all right, if America adopted it, then American radio would die of its own weight.

And so I came on home.

Until you have listened to British broadcasts for a year, I hardly believe it possible for one to appreciate the moving, joyous life of any American radio program. But, as I said, I like England and everything English—well, almost everything.

WITH HIS broken left wrist in a sling, Ray McNamara, organist of WWL, New Orleans, surprised listeners at a private audition by rapping out the classics and a killer-diller or two using only one hand and two feet—and now continues uninterrupted his thrice-daily quarter hours on WWL.

Plan Foreign Station

VADUZ TRANSMITTER Ltd. has been formed in London to acquire concession to operate a broadcast station in the independent Principality of Liechtenstein, according to the *New York Times*. Organizers include David Allen & Sons Billposting Ltd., says the *Times*. Vaduz, Liechtenstein capital, is about 550 miles from London. The station would seek British advertising and presumably would complete with Radio Luxembourg which is serviced largely by British merchants, who are unable to buy time on the government-operated BBC.

CBS French Series

D. G. van ACKERE, French representative of CBS, is touring the United States gathering material for a series of 30 weekly broadcasts of a "symposium of America", which he will write and present on the 18 station network of the French Government for worldwide broadcast. The series is scheduled to begin in September. M. van Ackere, who has already visited New York and Washington, will tour the country, sight-seeing as he goes, and stopping to inspect parks, dams, Indian reservations and points of historic interest to get a picture of American life which he can pass on to radio listeners in France and Europe.

Another Candidate

STUART HAMBLEN, conductor of the seven weekly one-hour *Lucky Stars* program on KEHE, Los Angeles, has joined the ranks of hillbillys who have tossed their hats into the political ring. Hamblen is running for Congress as a primaries candidate for representative from the 11th California District. His sponsor, Star Outfitting Co., permits Hamblen to mention the fact on his daily broadcast.

A HEARING has been ordered by the FCC on the proposed sale of WFAS, White Plains, N. Y., 100-watt part-time station on 1200 kc., to J. Noel Macy and Valentine Macy Jr., Westchester County newspaper publishers, for $25,500.

For the seventh successive month of 1938, NBC network business increased over 1937 to all-time highs.

In July the NBC Red Network advertising volume ran 74% ahead of its closest competitor. But even more interesting and important to you . . .

Winter and Summer, advertisers affirm their recognition of NBC as the world's greatest broadcasting system. *NBC carries eight of the ten highest rated shows.* Sponsors know that the audience maintained by NBC throughout the Summer guarantees a flying start for Fall programs.

Winter AND Summer they say it with Orders...NBC is the World's Greatest Broadcasting System

A SERVICE OF THE RADIO CORPORATION OF AMERICA

Lewis Reid to KMBC

J. LEWIS REID, former program director of WOR, Newark, on Aug. 2 was named program director of KMBC, Kansas City, by Arthur B. Church, president. He succeeds Frank Heyser, who has gone to Des Moines to assume production of the new General Mills program *Caroline's Golden Store* with Caroline Ellis over WHO starting Aug. 15. Mr. Reid, one of radio's oldest microphone personalities, joined WJZ in 1922 as announcer and script writer, after having toured the country for a number of years with Elsie Janis and her gang. In 1929 he joined WOR and a year later was named its program director. In 1935 he resigned to head a talent unit in London, handling a number of broadcasts for Standard Oil, through McCann-Erickson. Upon his return he became a free lance writer and producer and left that work to join KMBC.

Blocking Out of American Broadcast In Latin America by Germans Claimed

AMERICA's chief competition in South America is in the field of radio, and its chief competitor is Germany, Linton Wells, roving radio reporter for NBC who has just returned from a 27,000-mile survey of Latin America, told New York newspapermen and correspondents of Latin American newspapers at a luncheon given in his honor Aug. 2.

Mr. Wells

Stating that Germany sends to South America good programs that come in with practically no interference, Wells said that Germany is not content with that, but also uses its powerful signal to block out programs from the United States.

On June 25, he said, he tried to pick up a speech made by President Roosevelt, which had been announced well in advance. As the speech began, he reported, it was blotted out by a German piano recital which went off the air immediately upon the conclusion of the President's talk. This was in complete violation of all international radio treaties.

Treaty Violations

Italy and Russia both broadcast to South America, but their signals do not compare with those from Germany, he said. Aside from German interference the chief handicap for American programs is the ignorance or disinterest of officials in charge of local broadcasting, he said, citing an experience he had in one country in which, on attempting to tune in W3XAL, NBC's shortwave transmitter, he received a program from a native station. When he went to investigate he discovered that a citizen who wished to operate a broadcasting station had applied for permission to use W3XAL's wave because it seemed to be a good channel, and had received the right to do so. Only in Argentina, Wells stated, was there any visible evidence of an attempt to live up to the Pan-American radio agreement.

Programs from the United States are popular in Cuba and Central America, he declared, and would be popular in South America if they could be heard there. President Roosevelt's "good neighbor" policy has created a friendly atmosphere toward the United States that was formerly lacking, he said, although there is a tendency to let this country make all the overtures without reciprocation from the Latin American. However, he stated that he saw no evidence of the European doctrines of Fascism, Naziism or Communism gaining any foothold in South America.

During his four-month trip, made mostly by airplane, Wells visited every Latin American country except Paraguay and Bolivia. Each Sunday he broadcast a report of his experiences as part of the RCA *Magic Key* program, being heard from Managua, Nicaragua; Panama City; Bogota, Colombia; Lima, Peru; Santiago, Chile; Montevideo, Uruguay; Buenos Aires, Argentina; Rio de Janeiro, Brazil; Caracas, Venezuela; Trujillo City, Dominican Republic; Port-au-Prince, Haiti; Havana, Cuba.

Three Serials Continue

THREE programs of the daytime serial variety, sponsored by five clients of Blackett-Sample-Hummert, New York and Chicago, from 10 to 10:45 a. m., Monday through Friday, on a 19-station Red Network, have been renewed for another year, effective Sept. 26. Programs are: *Mrs. Wiggs of the Cabbage Patch*, sponsored from 10 to 10:15 a. m. by Midway Chemical Co., Chicago, for Fly-ded and Aero White; *John's Other Wife*, from 10:15 to 10:30 a. m., sponsored the first three days of the week by Affiliated Products, Chicago, for Louis Phillipe lipstick, and the last two by Wyeth Chemical Co., New York, for Freezone; and *Just Plain Bill*, 10:30 to 10:45, which is also co-sponsored on Monday, Tuesday and Wednesday by Kolynos Co., New Haven, for its dentifrice, and the other two days by Anacin Co., Jersey City, for its headache tablets.

Nurse School Testing

PIERCE SCHOOL of Practical Nursing, Los Angeles, has appointed Faraon Jay Moss Inc., Hollywood, to direct its advertising and using radio for the first time on Aug. 9 started a test campaign on 13 California Don Lee stations. Contract is for eight weeks and insitution is using weekly participation in *Early Morning News*.

A BAD thunderstorm recently forced a temporary shutdown at WTAR, Norfolk, Va., singeing beyond use more than $200 worth of equipment. Lightning was so bad on the antenna that engineers were not able to get to the towers until the storm subsided.

A Kid Program That's A Riot!

"...has 'em by the ears... lots of excitement and action but nothing criminal or gruesome." — *Variety*

NOW AVAILABLE FOR LOCAL PROGRAMS

Buddy and Ginger

960,000 Bottle Caps From One Broadcast

What a show—what a riot! A premium "plug" brings in an avalanche every time. Ideal for any well distributed product. A complete show plus perfect merchandising tie-ups. Personal appearances to support program, on request. Funny, exciting, mischievous "Adventures of Buddy and Ginger"—just released. Rush this coupon.

THEATRES JAMMED FOR PERSONAL APPEARANCES DESPITE FRIGID WEATHER

"Despite freezing weather, 4500 kids turned out to see Buddy and Ginger when they made a personal appearance at the Eighth Street Theatre."—*Chicago Daily News*. That's boxoffice with a bang! Get the dope on "Adventures of Buddy and Ginger." Rush this coupon *Today*.

MID-WEST RECORDINGS, Inc. 24 So. 7th Street Minneapolis, Minn.

Knock, knock, KNOCK!—Moo-o-o-o — Cock-a-doodle-doo! . . . Pa, you git right up, must be ghosts, place is ha'unted sure as . . . .

No, not haunted, Grandma! Just "Buddy and Ginger" up to their uproarious, side-splitting pranks. So really, wholesomely funny that this great kid program has been backed by one sponsor for four years straight—and still going strong.

104 TRANSCRIPTIONS NOW READY

Just released! The famous "Adventures of Buddy and Ginger" can be your advertiser's local or national transcribed program, except in seven mid-West cities where it is now running. Excellent for bakery, milk, cereal, clothing, sport goods, or department store advertisers. Three or five times a week. Now available for instant use: 104 transcriptions now ready! More to come as desired.

RUSH THIS COUPON

A rare opportunity for a smash program that really sells merchandise. First come, first served. If you are interested in sensational radio response—rush this coupon—TODAY!

MID-WEST RECORDINGS, INC.
24 South 7th Street
Minneapolis, Minn.

Rush me full descriptive, illustrated material about your newly released "Adventures of Buddy and Ginger" program.

*Firm Name*_____

*Address*_____

*City*_____ *State*_____

DON LEE ADDS 2

NOW....9 OUT OF EVERY 10 RADIO HOMES ON THE PACIFIC COAST ARE WITHIN 25 MILES OF A... DON LEE STATION

KVEC

Located in San Luis Obispo, San Luis Obispo County, California. Operating full time. 250 Watts daytime, 100 Watts nighttime. 1200 Kilocycles. KVEC is the only radio station to service this area.

KOOS

Located in Marshfield, Coos County, Oregon. Operating full time. 250 Watts. 1390 Kilocycles. KOOS is the only radio station to service this area.

DON LEE
BROADCASTING SYSTEM
The Nation's Greatest Regional Network

LEWIS ALLEN WEISS, General Manager
1076 West Seventh St., Los Angeles, Calif.

Affiliated With
MUTUAL

Represented By
JOHN BLAIR & CO.

WNBC Going Full Time

WNBC, New Britain, Conn., plans to begin by Oct. 1 operation full time with increased power recently finally authorized by the FCC, according to an announcement Aug. 1 by Richard W. Davis, general manager. The station has purchased an RCA 1 kw. transmitter and amplifier and a two-element array Truscon directional antenna, now in process of installation. Approximately $20,000 is being spent in new equipment. Now operating with 250 watts day, the station will use 1,000 watts day and 250 night on 1380 kc. Hillis W. Holt, engineer, is in charge of construction, assisted by his brother, Rogers S. Holt, WNBC chief engineer. WNBC observed its third anniversary July 15.

New Firm to Operate Bulova Stations Formed

GREATER New York Broadcasting Corp. has been incorporated at Albany, N. Y. with a capitalization of $850,000 to take over WOV and WBIL, New York, and WPG, Atlantic City, with Arde Bulova, New York watch manufacturer, as president, and H. A. Lafount as vice-president. The first two stations are owned by the Bulova interests, having been purchased for $300,000 and $275,000 respectively. WPG will be purchased from the City of Atlantic City for $275,000 if approval is obtained from the FCC.

It is planned to shift the 1100 kc. frequency, on which WPG operates full time except for 6 to 8 p. m., sharing with WBIL, into New York in order to make WOV, now limited time on 1130 kc., a full-time outlet on 1100. WOV would vacate its 1130 kc. assignment since a 50 kc. separation is required for stations in the same metropolitan area. The proposed sale of WPG to Bulova was approved by the Atlantic City board of commissioners July 7 [BROADCASTING, July 15].

Sidney in Hollywood

LEWIS K. SIDNEY, manager of WHN, New York, who is also in charge of M-G-M radio, has returned to Hollywood from New York after checking on the station's activities and conferences with Nicholas M. Schenck and other Loew Inc. executives. He will continue to supervise production of *Good News of 1938* which resumes on the NBC-Red network Sept. 1 under sponsorship of General Foods Corp. (Maxwell House Coffee). Last season's production organization will be in charge of the program again. Ed Gardner will produce the weekly show, with Meredith Willson, NBC western division musical director, in charge of music. The series will continue to emanate from Hollywood.

Corn-Kix Expands

GENERAL MILLS, Minneapolis, (Corn-Kix), on Aug. 22 will start *Those Happy Gilmans* on a split NBC-Red and Blue network. Aired in the afternoon, the series will be broadcast on about 20 network stations. The program is presently aired five weekly in a quarter-hour disc series using 30 stations with fall expansion likely. Blackett-Sample-Hummert, Chicago, is agency.

STAR NAMES COYLE AS RADIO CONTACT

WILLIAM E. (BILL) COYLE, for the last five years with NBC's Washington stations WRC and WMAL, on Aug. 15 joins the *Washington Star* as director of radio activities. The *Star* recently acquired WMAL, NBC Blue outlet, by purchase of its capital stock for $300,000. The station, however, is being operated under lease by NBC.

Mr. Coyle

Presumably the *Star* will acquire the station license and operation in February, 1941, when the leasehold expires.

Mr. Coyle will be liaison officer between the *Star* and NBC, handling special features for the newspaper over the station. Since its acquisition of the capital stock of WMAL, the station has adopted the background announcement *WMAL, The Evening Star Station.*

Mr. Coyle has been night supervisor of NBC's Washington studios and sports announcer. He joined the announcing staff five years ago after having worked for WTIC, Hartford. He attended Trinity College in Hartford. Mr. Coyle this year started a class in radio broadcasting at Catholic University, Washington.

Charles (Bud) Barry, who joined the WRC-WMAL announcing staff in February, 1937, has been named to succeed Mr. Coyle as night supervisor by General Manager Kenneth H. Berkeley.

Aided By Court Ruling, WOL Completes Towers

WITH Judge Mattingly of Prince Georges County circuit court, Maryland, refusing to issue an injunction restraining WOL from erecting its towers near the Queens Chapel airport, construction of the towers was completed Aug. 11 and the new 1,000-watt Washington outlet will be on the air on Sept. 1 as scheduled, barring unforeseen delays. Because the recently completed WRC-WMAL antenna is also near the airport, the court's decision was regarded as particularly significant.

WOL, now operating with 100-250 watts on 1310 kc., will operate after Sept. 1 with 1,000 watts full time on 1230 kc., using Western Electric equipment and two 230-foot Blaw-Knox towers. With WOL leaving the local category, the FCC on Aug. 4 announced filing of an application by Lawrence J. Heller, Washington attorney, asking for authority to erect a new station in the capital using the facilities WOL is relinquishing.

New Reynolds Test

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C. (George Washington smoking tobacco), on Aug. 10 started sponsorship of Bill Dyer's sports broadcasts, heard six days weekly on WCAU, Philadelphia. In addition, the company is using announcements in Polish on WDAS, Philadelphia. Agency is Wm. Esty & Co., New York.

RADIO program news and comment was dropped by all Detroit newspapers by an agreement effective Aug. 7. Only schedules are now carried.

BUSINESS EXECUTIVES

in a recent poll found

LOUISVILLE

1st in the South

*10th in the United States**

●

Advertisers who have used WHAS for years to cover the rich Ohio Valley market are not surprised.

WHAS

—the vocal advertising medium of this community has played its part in making a market in which you can sell profitably.

*August *"Sales Management"*

EDWARD PETRY & COMPANY • *National Representatives*

52.5% SAID "KMBC"

244 druggists and grocers in Greater Kansas City were asked "If Blank Company decides to use radio in their coming campaign, what station would you recommend as the most effective?"

They answered:

KMBC 52.5%

STATION B . . 37.7%
STATION C . . 4.9%
STATION D . . 3.7%
STATION E . . 1.2%

Druggists and grocers know the station that is doing the big job in food and drug products in Kansas City—they see the goods move across the counter! That's why they'll tell you: "It's KMBC every time!"

KMBC
OF KANSAS CITY
The Program Building and Testing Station
FREE & PETERS, INC., National Representatives

Gregory Is Named Manager of KDKA

New Transmitter to Be Built By Westinghouse Station

ALTHOUGH no changes in operating policies are involved, closer liaison between NBC and Westinghouse in the management of Westinghouse-owned stations by NBC is seen in the appointment of Sherman D. Gregory as manager of KDKA, Pittsburgh, effective Sept. 1. Mr. Gregory, now assistant manager of broadcasting for the Westinghouse Electric & Manufacturing Co., under Walter Evans, succeeded A. E. Nelson, recently appointed sales manager of the NBC- Blue in New York.

Messrs. Evans and Gregory have been supervising all Westinghouse broadcast operations, including KDKA, KYW and WBZ-WBZA NBC-managed) and WOWO-WGL, Fort Wayne (Westinghouse-operated). Recently their headquarters were shifted from Chicopee Falls, Mass. to Baltimore, where Westinghouse has occupied a new plant. Mr. Evans also has charge of radio products, particularly sales of shortwave and other equipment to the Government.

New Transmitter

According to Mr. Evans, a new transmitter plant is being designed for KDKA and equipment will be built by Westinghouse. A site for the proposed plant has not yet been selected but it will be a new one, he said.

Mr. Gregory, 33, will have charge of the program and business activities of KDKA, reporting to A. H. Morton, general manager of NBC-owned and managed stations. He is one of the youngest NBC station managers. A native of North Dakota, and former amateur operator, he was graduated from the North Dakota School of Mines in 1926 as an electrical engineer. He has been with Westinghouse since leaving college, during which he had charge of many broadcast station installations.

Mr. Gregory was in Pittsburgh Aug. 8 to get acquainted with the KDKA staff. William E. Jackson, chief of local sales, has been acting manager of KDKA since Mr. Nelson left July 25 to take up his New York duties.

Rines Buys WLBZ

APPLICATION was filed Aug. 9 with the FCC by Thompson L. Guernsey, of Dover-Foxcroft, Maine, chief owner of WLBZ, Bangor, asking for authority to transfer ownership of the station, a regional outlet on 620 kc., to Henry P. Rines, operator of WCSH, Portland, and an important Maine hotel owner. The purchase price is $180,000. WLBZ was founded as an amateur station and is one of the few such stations still operated by its founder. Minority interests in the station are held by Ralph Hornblower, of Hornblower & Weeks, Boston investment bankers.

WBAL, Baltimore, has applied to the FCC for a power increase to 50,000 watts, using a directional antenna. It now operates with 10,000 watts on 1060 kc., but synchronizes with WJZ part time nights using 2,500 watts on 760 kc.

INDUCTED into his new post as general manager of KDKA, Pittsburgh, is S. D. Gregory (left) being handed symbol of the Westinghouse-owned and NBC-managed station by A. E. Nelson, retiring manager who has been made chief of sales of the NBC-Blue Network in New York. Gregory visited the station Aug. 8 preparatory to assuming his new duties Sept. 1.

WGAN MAKES DEBUT AUGUST 3, JOINS CBS

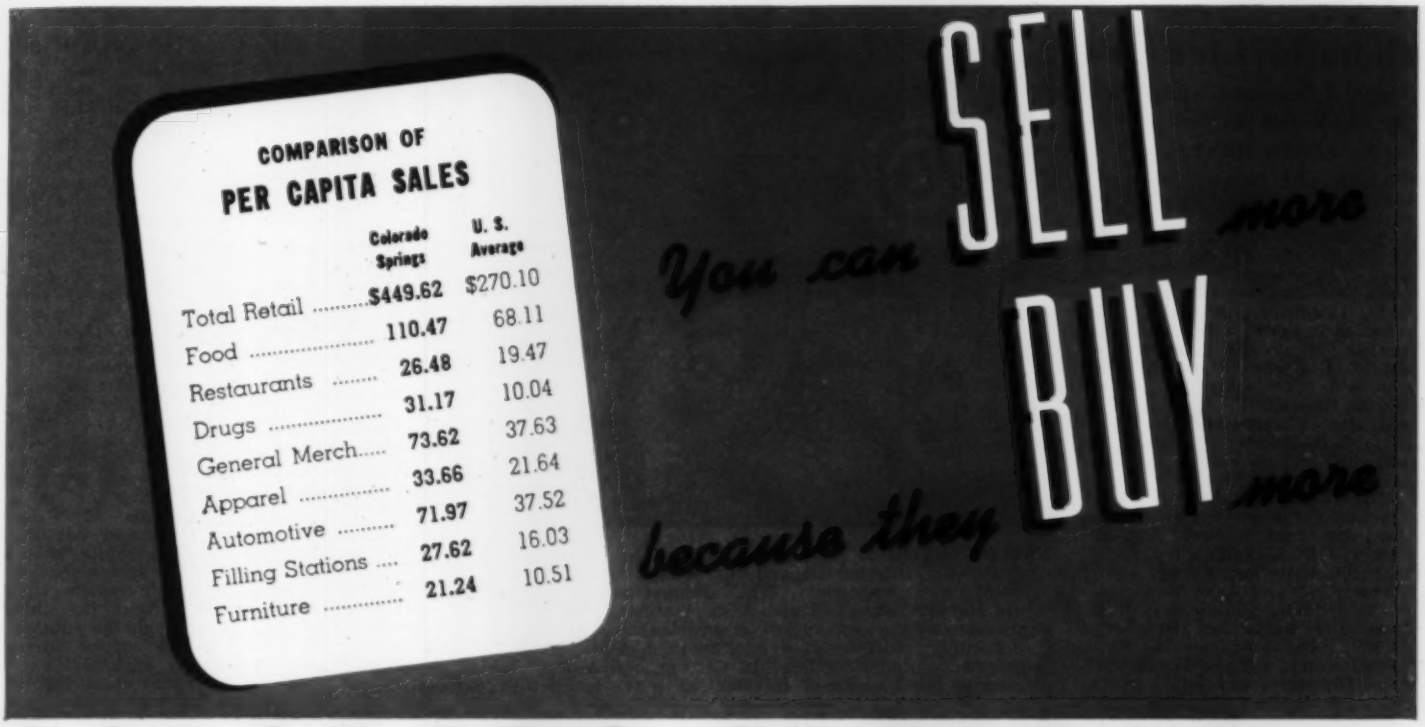
AUTHORIZED in 1936 but its construction held up by litigation, the new WGAN, Portland, Maine, 500 watts daytime on 640 kc., went on the air with test programs Aug. 3 and will be a CBS outlet. Creighton E. Gatchell is general manager. Studios are in Portland's Columbia Hotel. The station is controlled by the publisher of the *Portland Press-Herald* and *Express*, Guy P. Gannett, who has applied to the FCC for authority to take over the controlling shares formerly held by the late George W. Martin, who originally projected the station.

Mr. Gannett, not connected with the New York publisher of the same name, is president of the operating company. Lawrence H. Stubbs, with the newspapers, is assistant treasurer. The staff includes Richard E. Bates as program director; Roger W. Hodgkins, chief engineer; Sam Henderson, chief announcer; Rossell Dorr, Harold Falconnier and Carl DeSuze, announcers; Warren H. Hamilton, Kenneth B. Woodbury, Curtis B. Plummer and Lewis R. Collins, operators.

New England Links

WHEN the new WCOU, Lewiston, Maine, goes on the air on or about Oct. 22, it will immediately be linked with the Yankee and Colonial networks, according to John Shepard 3d, president of the networks. Most recent New England station to be linked to the regionals was WHAI, Greenfield, Mass., which joined May 15. Mr. Shepard announces that, contrary to earlier reports, the new WBRK, Pittsfield, Mass., is not a member of his networks but is merely linked for certain political speeches. The Lewiston station will operate with 100 watts on 1210 kc., and will be licensed to the publishers of *LeMessager*, French language daily.

KWBG, Hutchinson, Kan., remained silent throughout Aug. 5, by special permission of the FCC, due to the death of Mrs. W. B. Greenwald, wife of the station's owner.



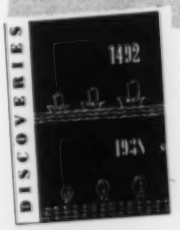
COLORADO SPRINGS and SOUTHERN COLORADO

In this area, KVOR is THE home station

● With retail sales of nearly $450 per person, wealthy, liberal-spending Colorado Springs is an essential consideration in western merchandising.

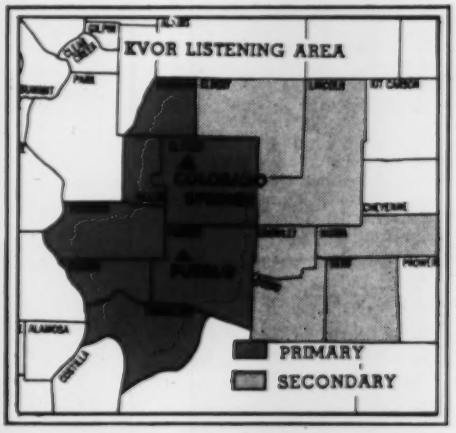
In food stores, for instance, Colorado Springs spends at the rate of an average city nearly twice its size, and a total in excess of 44 larger cities. In drug stores, it spends three times the U. S. average, a total greater than in 152 larger cities.

The most direct route into the homes of Colorado Springs and Southern Colorado, the way to turn this market's extraordinary spending power most profitably into sales, is through KVOR, the home station which most completely serves and satisfies this region.



GET THE FACTS

● Send for the booklet "Discoveries," just off the press, which tells the impressive story of KVOR's popularity and prestige in Southern Colorado.



KVOR SHOW DRAWS TURN-AWAY CROWD
● By far the largest crowd ever to fill Colorado Spring's city auditorium came from all over Southern Colorado to witness the final broadcast of KVOR's recent talent hunt. 4,500 got in 2,500 more were turned away.

KVOR

COLORADO SPRINGS

CBS AFFILIATE

1000 WATTS FULL TIME

Affiliated with WKY, Oklahoma City and the Oklahoma Publishing Company

NATIONAL REPRESENTATIVE

THE KATZ AGENCY, INC.

Three More Get Canada Licenses

Power Increases Given Others By Dominion Authority

By JAMES MONTAGNES

THREE new licenses have been issued for Canadian broadcasting stations, according to W. A. Rush, Controller of Radio, Department of Transport, Ottawa. CHGB is the call of a new 100-watt French-Canadian station owned by G. Thos. Desjardins, located at Ste. Anne de la Pocatiere, Quebec, near Quebec City on the south shore of the St. Lawrence River. The station will operate on 1200 kc. At North Battleford, Sask., a 100-watt station license has been granted to C. R. McIntosh to operate on 1420 kc., but no call letters have been assigned as yet.

The license granted to R. W. Starratt for a station at Kenora, Ont., has been assigned the call letters CKCA and will operate with 100 watts on 1420 kc.

Power increases have been granted to CHWK, Chilliwack, B. C., from 100 watts to 250 watts; CFRN, Edmonton, from 100 watts to 500 watts; CHAB, Moose Jaw, from 100 watts day and night to 250 watts day and 100 watts night; CJRC, Winnipeg, from 1,000 watts day and 500 watts night to 1,000 watts day and night; CKPR, Port Arthur, from 100 watts to 1,000 watts.

Church Station Sold

CKFC, Vancouver, has changed ownership from the United Church of Canada to Standard Broadcasting System, with address 1504 Sun Bldg. This 50-watt station was reported sold in February to the *Vancouver Sun*, but the newspaper at the time officially reported that arrangements had not been completed. The shortwave license which went with CKFC, has also been taken over by the new company. There is no change in power as yet, according to word from Mr. Rush.

The Canadian Broadcasting Corp.'s new 50,000 watt transmitter in eastern Canada will go on the air as CBA and will be located at Sackville, New Brunswick, operating on 1050 kc.

CBK for Prairies on 540 Kc.

The new CBC transmitter for the Prairies will go on the air as CBK on 540 kc., at present used by CJRM, Regina, not far from the proposed site of the new transmitter which has not yet been definitely fixed, according to Donald Manson, chief executive assistant of the CBC. Both CBK and CBA, transmitter in the Maritimes at Sackville, N. B., will use RCA 50,000 watt transmitters, it is officially stated. Type of radiators has not yet been decided. Construction of the two new transmitters is in charge of G. W. Olive, chief CBC engineer and H. N. Smith, CBC design and construction engineer.

No date has yet been set for the approximate opening of either station, nor have station managers been appointed yet. Both stations will utilize the latest technical advances made in radio equipment since the construction of the other two CBC 50,000-watt stations built last year—CBL, Torono, and CBF, Montreal.

FIRST VISITOR to record his voice on the "oral guest book" in the new $100,000 Interior Department studios was Earl Godwin, veteran Washington correspondent, NBC commentator, and president of the White House Correspondents' Assn. Watching as Godwin recorded his impressions of the swanky new government studios are (l to r) Bernard C. Schoenfeld, chief script writer, Shannon Allen, acting director of the Department's Radio Section, Mr. Godwin, and Aubrey Taylor, assistant director of the Division of Information of the Interior Department.

Modern Studio for Governmental Use Is Opened in Interior Dept. Building

UNCLE SAM'S first big-time radio studios, located in the north penthouse of the new Interior Department Bldg. in Washington, were opened for public inspection early this month. The new studios, estimated to cost about $100,000, will give offices and divisions of the Department of Interior completely modern reproduction and amplification facilities, although transmission facilities will be confined to regular private stations and networks, in keeping with government policy.

Tentative plans call for direct line connection with Washington stations and through them with the networks and the Interior Department studios will probably be used as the origination point for many Government broadcasts. However, it is thought that present activities will be limited largely to producing transcriptions for use in particular localities. The National Park Service, the Office of Education and other divisions of the Interior Department which have already used radio extensively will likely be the largest users of the new facilities.

Although the studios will be available for use by other government departments, when such use would be more convenient than broadcasting direct from network studios, they are primarily a development of the Interior Department, and are operated under supervision of the Radio Section of the Department's Division of Information.

Shannon Allen, formerly with NBC and assistant director of the radio project of the Office of Education, has been appointed director of the Radio Section and Bernard Schoenfeld, former chief script writer of the Radio Project and author of the CBS-Office of Education *Brave New World* program, is chief script writer.

Under the new setup, the Radio Section will be responsible for operation of the studios and will also coordinate requests for time from divisions of the Interior Department or the Public Works Administration, and will represent these agencies in their relations with commercial broadcast stations, which will handle the transmission end. To aid its cooperative work with users of the Government studio, the Radio Section has distributed a pamphlet of suggestions on building radio programs.

Quarters in the Interior Bldg. include two studios, one 41x24½ feet, the other 22x13½ feet, offices, reception room, artists' lounge and observation gallery, in addition to a control room fully equipped for amplification and transcription. Offices and waiting rooms are furnished modernistically, and the visitor's gallery is equipped with padded theater-type seats. The studios, of full floating construction, are finished in dark-stained birch, with acoustical treatment of walls and ceilings by Johns-Manville. Control room equipment is RCA throughout, with six RCA velocity microphones in the large studio and three RCA inductor mikes in the smaller studio. Presto recording equipment has been installed.

Rewarded by Stork

MR. AND MRS. WALT FRAMER, the *Blessed Eventer* and *Nan Grayson*, respectively, of WWSW, Pittsburgh, are parents of a girl born Aug. 7. Mr. Framer got his chance to beam for his family on the next day's *Blessed Eventer* during which he announces new babies in the Pittsburgh district.

SIX-MONTH PROFIT OF CBS INCREASES

IN ANNOUNCING a cash dividend of 25 cents per share on Class A and B stock of $2.50 par value, payable Sept. 9 to stockholders of record Aug. 26, CBS on Aug. 1 informed its stockholders that gross income from the sale of facilities, talent and wires during the first 26 weeks of 1938 ended July 2 amounted to $18,334,605, compared with $17,640,184 during the same period of 1937. After time discounts and agency commissions, the income for the first half of this year was $13,064,692, compared with $12,401,238 during the same period last year.

Net profit for the first 26 weeks of this year was $2,578,192, compared with $2,523,813, the equivalent of $1.51 and $1.41 earning per share respectively, calculated on the 1,707,950 shares of $2.50 par value outstanding or to be outstanding. William S. Paley, CBS president, pointed out that the 1938 six months results "should not be understood as foreshadowing the full year's results since indications were that the third quarter profits would be substantially below those earned during the third quarter of 1937."

The CBS balance sheet for the first half of the year showed that $560,210 was set aside for Federal income taxes for the first half of this year, compared with $530,797 for the same period last year.

NBC Yields Nearly Half Of RCA Six-Month Gross

NEARLY half of the gross income of RCA and its subsidiaries during the first six months of 1938 was represented by time sales by the two NBC networks, according to an analysis of the RCA consolidated income statement for the six months ended June 30 made public Aug. 2. The statement shows a total gross income for RCA from all sources during that period of $45,254,304. NBC monthly time sales reports [BROADCASTING, July 15] showed that the two networks grossed $21,023,674 before agency commissions and discounts during the same six-month period.

RCA's consolidated statement does not break down income reports by subsidiaries, giving only the total for the whole "RCA family". The Aug. 2 report showed that the $45,254,304 gross income figure compared with $53,167,621 for the same period of 1937. Net profit for the first six months of this year was $2,524,756, equal after preferred dividends to 6.6 cents per share on common stock, compared with $4,647,385, or 21.9 cents per share, during the same 1937 period.

My-T-Fine Series

PENICK & FORD, New York (My-T-Fine desserts), on Sept. 12 or 19 will start a transcription campaign on 11 eastern stations. The program, titled *The Mighty Show*, will be heard Mondays through Fridays at 5:45-6 p. m. on WLBZ WEEI WPRO WORC WMAS WNBX WDRC WABC WOKO WIBX WBRK. Agency is BBDO, New York.

THOMAS APPLEBY, Washington consulting radio engineer, is conducting a field strength survey for WDAS, Philadelphia.

ARE YOU "TUNED IN" TO THE WEST'S 3RD LARGEST MARKET? . . . .

INNER CALIFORNIA! A rich, responsive market with a radio beam . . . the McClatchy Stations . . . leading straight to sales results! Tests prove that you can NOT cover this great trading area with San Francisco or Los Angeles stations . . . that you CAN obtain COMPLETE coverage with Inner California's "home network" whose popular stations are regular NBC Red & Blue outlets.*

Are the McClatchy Stations on YOUR Pacific Coast schedule? Are YOU getting the benefit of this COMPETITION-PROOF audience? Spot or network, day or night, 80% of Inner California radio families are regular listeners to these "home" stations.

These people have tremendous buying-power! All four of Inner California's key distributing centers . . . Sacramento, Fresno, Stockton and Bakersfield . . . stand high among the nation's leaders in per capita retail sales! Tune in on Inner California for *measureable* results!

The McClatchy Stations, owned and operated by the McClatchy Broadcasting Company . . . affiliated with the Sacramento Bee, Fresno Bee and Modesto Bee . . . provide an ideal set-up for "TESTING" because of their isolation and exclusive coverage.

KFBK SACRAMENTO
NBC—Red & Blue

KWG STOCKTON
NBC—Red & Blue

KMJ FRESNO
NBC—Red & Blue

KERN BAKERSFIELD
NBC—Red & Blue

KOH RENO, NEVADA
CBS

★

Represented nationally by the
PAUL H. RAYMER CO.
New York · Chicago · Detroit
San Francisco

The McClatchy Broadcasting Company maintains a top rank merchandising service comparable to the best in the nation. For all marketing information concerning the important Inner California trading area, sales helps, etc., write or wire the McClatchy Broadcasting Company, Sacramento.

*For a complete coverage of *all* California use the California Radio System, which includes the McClatchy Stations and popular station outlets in San Francisco, Los Angeles, Long Beach and Santa Barbara.

McCLATCHY BROADCASTING COMPANY SACRAMENTO CALIFORNIA
California Radio System

Hollywood Hotel Returns Sept. 9 With New Cast

WITH William Powell, film actor, signed as master-of-ceremonies, and other talent lineup virtually completed, *Hollywood Hotel* will return to CBS on Sept. 9 under continued sponsorship of Campbell Soup Co., to be heard Friday, 5-6 p. m. (PST). Powell will also service as headliner in the dramatic series to be featured on the weekly program.

Victor Young is to direct the orchestra and be in charge of music. He conducted for the Al Jolson program last season. Vocalists contracted are Frances Langford and Jean Sablon. John McClain, Hollywood scenarist, has been signed as writer on the series. Ken Niles will announce. Brewster Morgan, who produced the series last season, will continue in that capacity, under supervision of Diana Bourbon, West Coast manager of Ward Wheelock Co., agency servicing the account. Ward Wheelock, head of the agency, was in Hollywood during early August.

Miller's Radio Debut

WHEN Neville Miller addressed the Wichita Rotary Club Aug. 8, it was his first appearance before the business side of a microphone since assuming the NAB presidency July 1, and resulted in something of a "scoop" for KANS, Herb Hollister's 100-watter in Wichita. KANS broadcast the address, which dealt almost entirely with the Louisville flood of last year, when Mr. Miller, as Mayor, was the generalissimo of the relief and rehabilitation forces—an undertaking which won him national acclaim. Mr. Miller makes his first formal radio address Aug. 19 when he will deliver the commencement address at the Peabody Teachers College in Nashville, with at least one nationwide network to carry it.

NAB District Meetings

(*Continued from Page 15*)

paid tribute to the part radio played in it.

One resolution was adopted at the Wichita session—to oppose the FCC rule requiring reexamination of operators whose licenses expire while still engaged in active engineering pursuits at broadcasting stations. It was offered by Kay Pyle, KFBI, Abilene, Kan.

Present at the New York meeting, in addition to those mentioned, were Edgar H. Twamley, and Clifford M. Taylor, WBEN, Buffalo; William I. Moore, WBNX, New York City; Dale Taylor, WESG-WENX, Elmira; Samuel Woodworth, Samuel Cook, Robert Soule, Charles Phillips, WFBL, Syracuse; I. R. Lounsberry, WGR-WKBW, Buffalo; Lee B. Wailes, WGY, Schenectady; William Fay, J. W. Kennedy Jr., WHAM, Rochester; Clarence Wheeler and LeMoine C. Wheeler, WHEC, Rochester; Scott Howe Bowen, WIBX, Utica; Charles Denny, WJTM, Jamestown; Richard E. O'Dea, WNEW, New York; Norbert O'Brien, WTHT, Hartford; H. V. Akerberg, WABC-CBS, New York; Keith Kiggins, NBC, New York; Fred R. Ripley, WSYR.

Present at the Wichita meeting Aug. 8, in addition to those mentioned, were Gene O'Fallon, KFEL, Denver, NAB director; Jack Whitney, KADA, Ada, Okla.; Ellis Atteberry and Owen H. Balch, KCKN, Kansas City, Kan.; Marcellus Murdock, E. F. Scraper, Milton M. Mendelsohn and P. S. Clark, KFH, Wichita; Karl Troeglen, WIBW, Topeka; E. E. Ruehlen, KVEB, Great Bend, Kans.; N. E. Vance Jr., and Merle H. Tucker, KSAL, Salina, Kan.; R. K. Lindsley and K. W. Pyle, KFBI, Abilene, Kan.; Phil McKnight and Jack Todd, KANS, Wichita; Hugh Powell, KGGF, Coffeyville; Adelaide L. Carrell, and W. E. Robitsek, WBBS, Ponca City; Milton B. Garber, Enid.

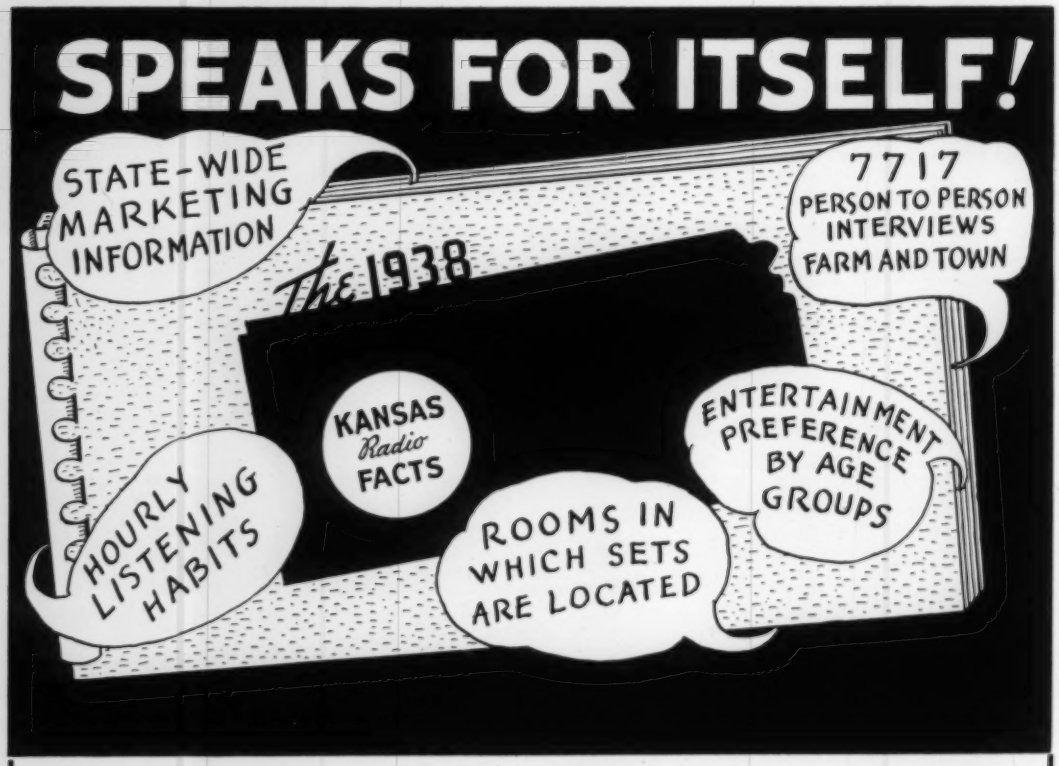
At Kansas City Meet

In attendance at the Kansas City meeting were: NAB President Miller, Mr. Loucks, Mr. Kirby, Director Gillin, Arthur B. Church, Karl Koerper, Mark Smith and Chick Allison, KMBC, Kansas City; Don Davis, John T. Schilling, M. H. Straight, and Al Stine, WHB, Kansas City; Harry Kaufman, Gardner Reames and V. S. Batton, WDAF, Kansas City; William Ruess and Howard Peterson, WOW, Omaha; W. I. LeBarron, KGNF, North Platte, Neb.; Wiley D. Wenger, KFNF, Shenandoah, Ia.; Herb Hollister, KANS, Wichita, Kan.; D. J. Poyner, WMBH, Joplin, Mo.; Paul A. Loyet, Harold Fair and Fred A. Reed, WHO, Des Moines; Rev. W. A. Burk, S. J. and A. S. Foster, WEW, St. Louis; Ken Church, KMOX, St. Louis; Chet Thomas, KFRU-KXOK, Columbia-St. Louis; Jesse E. Randall, A. L. McCarthy and W. A. Bates, KWOS, Jefferson City, Mo.; Art Thomas, WJAG, Norfolk, Neb.; R. T. Convey, KWK, St. Louis; J. C. Rapp, KMA, Shenandoah; Don Searle, KOIL-KFAB-KFOR, Omaha-Lincoln; William B. Quarton, WMT, Cedar Rapids; Craig Lawrence, KSO-KRNT, Des Moines; Gene O'Fallon, KFEL, Denver; Ed Cunniff, KFAB, Lincoln; R. L. Rose, KWOS, Jefferson City; Jack Neil, Larry Sherwood, T. L. Evans and Lester E. Cox, KCMO, Kansas City; C. W. Benson, E. P. Shutz and Paul Buck, WIL, St. Louis; Walter Myers and F. E. Shapen, WAAW, Omaha; Gene Wyatt, KITE, Kansas City.

Coffee Series in East

S. A. SCHONBRUNN Co., New York (Medaglia d'Oro coffee), has started *Stars in the Making*, a quarter-hour musical program on WOV, New York, from which it is fed to WPEN, Philadelphia; WELI, New Haven, and WCOP, Boston. The company also sponsors a 15-minute show five nights a week on WBIL, New York. Panorella Agency, New York, is in charge.

NATIONAL Dog Week, Sept. 18-24, will be observed by programs on these stations according to Robert Logan, national secretary of the movement: KLZ KTSM KVRS KSTP KFSD KFRO WDWS WCFL WMAQ XERA.


SPEAKS FOR ITSELF!
STATE-WIDE MARKETING INFORMATION
The 1938
7717 PERSON TO PERSON INTERVIEWS FARM AND TOWN
KANSAS Radio FACTS
ENTERTAINMENT PREFERENCE BY AGE GROUPS
HOURLY LISTENING HABITS
ROOMS IN WHICH SETS ARE LOCATED

This new 1938 "*Kansas Radio Facts*" is the answer to your problems of time, program, station, market and economic data for Kansas. Facts, figures and breakdowns, never before available in any survey, cram this new second edition.

This living, breathing, cross-section of Kansas is yours for the asking. Write or phone for your free copy.

BEN LUDY, *Manager*

Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago
Kansas City, Mo.—San Francisco

Represented by
WALTER BIDDICK COMPANY
Los Angeles—San Francisco
Seattle

WIBW—"The Voice of Kansas"

Fall in line!

IT's still the good old Summertime yet Fall contracts are now coming in fast. For these Progressive Advertisers appreciate that early contact with our "Friendly Family" of 2,500,000 Italo-Americans will result in greatly increased Fall Buying!

To "Fall In Line" NOW — "The Italo-American Way" — is to insure *preferred position* in your forward march to Fall Sales in our Billion Dollar Market!

WOV
NEW YORK • 1000 WATTS

WPEN
PHILADELPHIA • 1000 WATTS

WBIL
NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION • NEW YORK CITY

Advance Fall News

Two New 1-Year Contracts and a 26-Week Renewal for IBC.

What's fer Supper?

WOW, Omaha, made the AP wires early in August with a story which the press association described as a "wow of a time" for the station's listeners. The WOW transmitter line crossed a private phone circuit during an orchestra broadcast, and an unidentified housewife and her husband were cut in with an animated discussion of what the husband should eat. Telephone calls to WOW piled up, relates the AP, until the homey talk could be cut off by switching to an emergency line.

Trade Associations Adopt Standards Of Cosmetic Advertising and Labeling

TOILET GOODS Assn. and the National Retail Dry Goods Assn. recently reached an agreement on cosmetic advertising and labeling under the Wheeler-Lea Act and expressed the belief that under provisions of the Wheeler-Lea amendment to the FTC Act, and under the Copeland Act, certain sections of which are immediately effective, guidance is needed in determining acceptability of advertising copy.

A statement issued to members of the Toilet Goods Assn. July 26 by H. Gregory Thomas, head of the board of standards, notifying them of the agreement, listed five advertising claims "which should not be published or distributed unless approved by the board of standards of the TGA or sufficiently corroborated by the advertiser", along with 18 advertising claims "which are not acceptable".

For Cautious Use

Advertising claims listed as "subject to caution" include:

1. Claims that any preparation may be utilized to attempt to prevent BALDNESS and LOSS OF HAIR. (Such statements may be acceptable when accompanied by instructions for adequate massage with the preparation to stimulate flow of blood to the scalp).

2. Claims that any preparation which can be applied to the skin as a cosmetic or utilized as a mouth wash is ANTISEPTIC unless it is a GERMICIDE. (Except certain preparations which, if utilized as a wet dressing, ointment or dusting powder, or in such other use as involves prolonged contact with the body may prevent infection).

3. Claims that any POWDER will not clog the pores.

4. All claims for VITAMINS in cosmetics. (This matter is now under investigation by the Federal Trade Commission, and the Food & Drug Administration).

5. All claims for HORMONES in cosmetics. (The use of hormones has recently been the subject of a warning by the American Medical Assn.

Not Acceptable

The 18 "not acceptable" advertising claims include:

1. Claims that YOUTH can be restored to the skin by cosmetics. (The use of cosmetics give a more youthful appearance to the skin).

2. Claims that any preparation applied locally will REJUVENATE any GLAND or cure or prevent DOUBLE CHIN or FLABBINESS of the facial muscles or will restore the YOUTHFUL LINES of the face or have any effect in altering the shape or STRUCTURE of the face or neck muscles. (Certain preparations applied with proper manipulation, massage and exercise may tend to improve the facial contour).

3. Claims that the SKIN can be FED OR NOURISHED by external application of a cosmetic. (The Federal Trade Commission has taken the position that nourishment of the skin can only be supplied through the blood stream. This statement in our opinion represents at the present time the attitude of the Federal Enforcement Agencies, although it has been the subject of considerable scientific controversy, and further research and experiments are now being conducted).

4. Claims that any preparation used externally can restore the natural oils of the skin. (Dryness of the skin may be relieved by the application of certain cosmetic preparations).

5. Claims that any preparation will remove WRINKLES or CROWS FEET. (Certain preparations will temporarily tend to reduce the appearance of wrinkles and crows feet) .

6. Claims that any preparation will permanently remove FRECKLES, MOTH PATCHES or other DEEP SKIN discolorations or SAFELY PEEL the skin.

7. Claims that any preparation applied locally will cure ACNE. (Some preparations will cause skin blemishes temporarily to disappear).

8. Claims that any preparation will prevent or remove BLACKHEADS. (The use of certain preparations together with the proper care of the skin tend to prevent backheads from forming and will have the effect of facilitating the easier removal of the blackhead.

9. Claims that any preparation which can be applied to the skin in any way as a cosmetic or used as a mouth wash is ABSOLUTELY ANTISEPTIC or that any such preparation will DESTROY ALL GERMS.

10. Claims that any DEPILATORY preparation containing a SULPHIDE can safely be used for the removal of FACIAL HAIR.

11. Claims that any preparation will cure BALDNESS or cause HAIR TO GROW.

12. Claims that any preparation being applied to the scalp is a cure for DANDRUFF. (Many preparations will assist in removing the loose scales of dandruff, and by regular use may help to prevent the appearance of such loose scales).

13. Claims that any preparation will RESTORE the COLOR TO THE HAIR. (The preparations which affect the color of the hair are in fact dyes or tints, and not color restorers).

14. Claims of any value for the use of VITAMINS or HORMONES in the preparation of NAIL POLISH. Claims that any nail polish will prevent or cure BRITTLENESS of the finger nails when applied externally or will NOURISH or FEED THE NAIL. (Certain preparations may be valuable in lubricating or softening the nails temporarily).

15. Claims that any TOOTH POWDER, PASTE or MOUTH WASH will restore WHITENESS to the teeth. (No teeth are WHITE. Claims that certain preparations will aid in preventing discoloration and restore lustre or brightness to the teeth are acceptable).

Claims that any such preparation will protect the surface of the teeth unless the claim is limited to the open surfaces of the teeth.

16. Claims that any TOOTH POWDER, PASTE or MOUTH WASH will prevent or cure PYORRHEA or RECEDING GUMS. (In conjunction with vigorous massage such preparations will aid in stimulating the gums and in keeping them clean and healthy).

17. Claims that any preparation commonly used as EYE WASH will STRENGTHEN the eyes or the nerves of the eyes, or relieve strain of the eyes, or restore YOUTH to the eyes, or have any effect upon the eyes other than if the preparation contains the proper ingredients to clean the eyes or allay irritation.

18. Claims that solutions or preparations applied externally will dissolve FATTY TISSUES and are effective as WEIGHT REDUCERS.

Plans Considered By Survey Group

Benson and Miller Confer on Joint Committee's Activity

PLANS for future operations of the Joint Committee on Radio Research, in its quest for a cooperative plan to measure station coverage, were discussed informally Aug. 2 by John Benson, president of the American Association of Advertising Agencies, and Neville Miller, NAB president, at a conference at NAB headquarters in Washington. Also present were L. D. H. Weld, research director of McCann-Erickson and chairman of the technical subcommittee of the Joint Committee, and Paul F. Peter, NAB research director and former secretary of the Joint Committee.

Engaged in its exploratory study for the last three years, the Joint Committee is pressing for inauguration of an acceptable coverage yardstick as soon as possible. The committee is made up of five members each representing A A A A, NAB and Association of National Advertisers. Several studies have been released by the Joint Committee preparatory to development of the coverage yardstick, including 1937 and 1938 estimates of receiving set ownership figures by counties.

Discussion in connection with the cooperative coverage bureau, which would be radio's counterpart of the Audit Bureau of Circulation, has centered about "listening area" analyses as against technical field strength studies. Agencies generally, it is understood, have been inclined to favor the former method as a measurement of average station audience rather than the purely technical study.

Selection of a successor to Mr. Peter as secretary of the Joint Committee probably will be the basis of the next meeting of the Joint Committee. Benson has indicated he might desire to call a session early in September. There is under consideration revision of the Joint Committee organization so that the secretary would become the actual executive officer.

DESE GUYS AIN'T SCREWY, SEE?

A full-week's check of local Louisville radio programs showed that Louisville merchants use nearly *one hour* on WAVE for every *ten minutes* on any other Louisville station! . . . Boys, that's not just nepotism. These merchants want *and get* RESULTS. And they *know* that WAVE's million listeners comprise *all* of the Louisville Trading Area's population—that WAVE delivers the Louisville market *without waste* and at *less* cost. . . . If you want the real, honest facts, write WAVE today! An N. B. C. Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

selecting 80 stations

selecting 20 stations

planning spot schedule

FLORIDA CITRUS COMMISSION
selecting 50 stations

GROVE LABORATORIES
selecting 30 stati

& CO.
ting 10 stations

CHEVROLET MOTOR CO.
selecti

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INDUSI
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& GAMBLE CO.
g 10 stations

HENRY K
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20 Canadian

WILLIAMS
expanding

EILL & LIBBY
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QUAKER OAT
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MANTLE LAMP
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F & F LABORATORIE
selecting 25 stati

IA WALNUT GROW
planning spot campaign

UNIVEX CAMERA CO.
selecting 20 stations

LA
selecting 8 stat

). (Ful-C
selecting 10 stations

LYDIA E. PINKHAM MEDICINE CO.
selecting 56 Canadian stations

CANADIAN NATIONAL CARBON CO.
selecting 19 Canadian stations

SOCONY-VACUUM OIL CORP
expanding spot schedul

EXTRA Good News EXTRA

FALL SPOT EDITION

National Spot Looks For Boom Season

Regionals, Locals Getting More Spot

LONGER LISTS PLANNED BY BIG ADVERTISERS

NATIONWIDE SURVEY REVEALS BIG TREND TOWARD SPOT!

Transcriptions GAIN!

Cash in on Spot!

START YOUR SCHEDULE IN BROADCASTING SEPTEMBER 1

Forms close August 24

BROADCASTING
Broadcast Advertising

Sales mu

DO your musical tastes run to the sweet singing notes of the violin? Or the equally sweet and cheerful ring of the cash register? Or both? Your wishes are well granted when you bring your radio campaign to World Broadcasting System.

For WORLD has mastered the art of radio marketing, whether you measure radio by millions of listeners or millions of dollars. Through its outstanding facilities and its famous Western Electric *Vertical-Cut* Wide Range recording, WORLD is helping many national, regional and local advertisers to play sweet music* on their dealers' cash registers.

From January to June, 1938, seventy-six successful sponsors bought 17,876 hours of station time to broadcast their WORLD-produced programs on WORLD transcriptions. This six-month period—the best in WORLD history—was 24% ahead of the first half of 1937. That's sales music with a swing all its own! When these wise time buyers constantly increase their use of WBS Selective Broadcasting, there's a reason—the song of sales which WORLD is helping them sing!

nusic with an up

SWING

Make a note of it. Get the full facts today. Let WORLD tell you how YOU, too, can learn to play the same pretty tune on your cash registers. Write to World Broadcasting System, at 711 Fifth Avenue, New York City (301 East Erie Street, in Chicago).

* * *

* And by the way, World-produced programs are quality programs. "Hearing is Believing!" An audition at any World office or World subscribing station will prove to you there's nothing on the air today to equal the beauty and realism of World's *Vertical-Cut* recording and reproduction. Only World transcriptions are truly *Wide Range*, because only World records exclusively on Western Electric equipment.

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA · CHICAGO · NEW YORK · HOLLYWOOD · SAN FRANCISCO · WASHINGTON

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30 Days Hath September

THE CHANCES are that those who buy and dispense spot broadcasting are going to need all of September's 30 days—and maybe a few nights—this year. The reason lies in the fact that sponsors and time buyers have more plans in the making stage than the most optimistic would have dared predict a few months ago, and these plans are going to materialize next month. Usually they are pretty well placed by the end of August.

As explained in a nationwide roundup of spot printed in this issue, the season looks unusually bright—from an Aug. 15 perspective. The last six months have been difficult ones for some station managers, although the industry at large has not felt the depression as severely as most other media. The next few months, bolstered by political time, should be surprisingly good ones. The only cloud on the spot horizon is the fear of some advertisers that the present upturn in business is too good to last.

Myopia

IF THERE is one thing calculated to hasten an early acceptance of facsimile, it is the elimination of radio program comment by the newspapers—especially advance notices giving some detail of what's going to be on the air that day or evening. After their sad circulation experiences in the past, newspapers know they cannot eliminate program listings, but now on the plea of saving white space many are cutting out their radio news and comment columns. This despite the fact that the pages carrying radio schedules and news are more than often preferred position for many advertisers.

Survey after survey has proved the radio section one of the most frequently consulted pages in the newspaper. Yet some myopic publishers are trying to emasculate it further, perhaps more out of jealousy at the ease with which radio has ridden out the depression than a real desire to conserve space. Many readers are showing their annoyance at being unable to get more than a mere two or three-word program listing without further details about the nature of the program and the artists.

Well, we can only remind the publishers that they once tried boycotting radio entirely, with well-known results. If some of them still regard radio as a competitor to be fought and crushed, what a rueful day is in store for them when not only program listings but previews, reviews, photos—yes, and even advertising—will be brought directly into homes via facsimile. It can be done now, and fairly cheaply; it's only a matter of better times, plus the stimulus of newspaper recalcitrance and reader disgust, before facsimile attachments to radio receivers will be as commonplace as the sets themselves.

Dollars With Wings

HARRISON HOLLIWAY got a fine lot of publicity out of his crack that a can of film is the same as a can of beans to him when it comes to giving free time for movie previews. The broadcast industry is likely to realize the meaning of those words when it sees every daily newspaper in the country running full-page advertisements in the million-dollar white-space campaign the film moguls will wage for three weeks this autumn.

They're after good will, these emperors of the silver screen, and they're willing to pay for it even if it costs a million dollars. Radio will be invited to cooperate by donating valuable quotas of free time. That the medium can boost film profits has been demonstrated repeatedly, as in the case of M-G-M's *Good News* series (sponsored), and the recent Irving Berlin show (free) promoting the movie based on the composer's songs.

The average broadcast executive will likely approve further donations of free time, if any, with gnawing pangs in the pocketbook region.

The Price of ASCAP

IN ABOUT two years, the existing five-year contracts of broadcasters with ASCAP will expire.

Already there are the usual and indisputable signs that ASCAP has started what appears to be another well-oiled campaign. There is, for instance, the talk of making broadcasters pay through the nostrils for anti-ASCAP litigation. The same story was utilized prior to the 1935 extensions, over and over, until the industry was brought to terms,—there being no alternative.

It is encouraging to learn that NAB's new president, Neville Miller, has made ASCAP his first order of business. He believes in starting his music shopping early.

With that in mind, we might pause to figure out just what stations pay ASCAP for the right to perform ASCAP music *only* by paying 5% of "net receipts". The 1937 FCC tabulations [BROADCASTING, June 15, July 1] come in handy by affording the basis for comparisons.

Net sales of the average station (assuming this basis for the ASCAP contracts covering royalties) were $177,960 during 1937. Subtracting receipts from the sale of talent and programs (which some stations deduct in construing ASCAP's "net receipts") would leave a balance averaging $165,022 per station. And 5% of that equals $8,251.10, which the "average station" pays into ASCAP's coffers, exclusive of the arbitrary "sustaining fee".

Of course, this average is somewhat out of line because of the discriminatory ASCAP contracts. For example, newspaper stations pay on an entirely different basis, since they guarantee only to pay four times their sustaining fee, with the percentage fixed on programs using ASCAP music only. Networks likewise pay on a different basis, and owned and operated stations are accorded still different treatment.

But the rank and file of stations—those not qualified for the newspaper or network contracts—pay on all of their "net receipts" from station time. Based on FCC figures again, the average station program expense is $47,245. If that figure is used as the base, then the average station is paying ASCAP 17.4%—which is the ratio of ASCAP payments on commercial revenues.

Then comes the question: How much of the expense of commercially sponsored programs over the average station does this fee represent? FCC figures for the week of March 6, 1938, which was the week analyzed for program purposes, show there were 7,743.5 hours of commercially sponsored music out of 21,542 commercial hours. Commercial music programs represented about 35.9% of the commercial hours. And that portion of the average program expense of a station is $16,930.

Getting back to the average fee paid to ASCAP by the average station ($8,251.10) it is found this is just 48.6% of the cost of presenting commercially sponsored musical programs, all of which do not use all-ASCAP music.

The figures may not prove everything, but they give the industry something to think about.

The RADIO BOOK SHELF

A STUDY of shortwave reception quality and types of educational programs from foreign stations, particularly from Latin America, has been issued as a 40-page booklet by Ohio State University. The study is by William Samuel Hedrix and was made possible by a Rockefeller Foundation grant. It is titled *A Project in the Reception of Cultural Shortwave Broadcasts From Spanish America With Some Attention to Broadcasts from Europe.*

A SUMMARY of the results of the recent International Telecommunications Conference at Cairo is carried in the July *RCA Review*, quarterly journal published by RCA Institutes Inc. It is by Dr. C. B. Jolliffe, engineer in charge of the RCA Frequency Bureau, who attended the conference.

We Pay Our Respects To —

DONALD WILLIAM FRANCISCO

IF ALL the nice things usually written in biographies of successful figures in the business world were arrayed on a single scroll, the composite would offer an uncannily precise verbal portrait of Donald William Francisco (Don for short), newly-elected president of Lord & Thomas and successor to the veteran Albert D. Lasker.

Dark-haired, brown-eyed and firm voiced, his is a dynamic and compelling personality. Broad-shouldered, 5 feet, 11½ inches tall, this athletic looking chap is a born leader. A sort of diplomat, too, for he has the knack of saying the right things at the right time. His forte is negotiation, and he thinks quickly and acts rapidly after reaching a decision. He is interested in humanity generally and all associated with Don Francisco speak highly of him.

With all his personal success, he has a fund of sentiment and admits that he is a "softie" in many ways. His manner is friendly; his smile warm and sincere.

Life began for Don Francisco on Oct. 18, 1891 in Lansing, Mich., which makes him 47 years of age 18 days after he assumes his new duties as president of Lord & Thomas next Oct. 1. After his public and high school education in that city, he attended Michigan Agricultural College (now Michigan State College), completing the horticultural course and receiving his B. S. degree in 1914. He was also awarded a scholarship in bacteriology. In 1917, he returned to his alma mater to be awarded an honorary Master's Degree for his work in advertising and merchandising of farm products.

Don Francisco's early ambition was to be an artist and for many years he made drawings for small publications. In college he served as news correspondent for three leading Michigan dailies, *Detroit Free Press, Lansing State Journal* and *Grand Rapids Herald*—illustrating a great deal of his copy. He was also art editor of the college weekly and annual. He took part in other campus activities too and was president of his Junior Class, the Junior Council, Hesperian Literary Society, Horticultural Society and Press Club. He was also a Colonel in the R.O.T.C.

During summer vacations he worked for a New York steamship concern and there learned to study and know people. One day near the end of his college course, while reading the *Lansing State Journal*, he saw the advertisement of J. M. Fitzgerald, phrenologist, so he went to Chicago to consult him. It cost $13.50 to learn that he was meant to be an executive.

Thereupon he accepted a job with the California Fruit Growers Exchange in New York as inspector. A few months later he organized a dealers service department and became its first manager. This department built and installed window and store displays for Sunkist dealers. Today it is being utilized as a tie-in with the six weekly half-hour transcribed radio programs sponsored on 18 stations nationally.

So successful was Don Francisco in establishing this department that six months later he was made assistant advertising manager of the Exchange. The following year, in May 1916, he was appointed advertising manager and transferred to the main office at Los Angeles.

Before going to the West Coast, though, he married Constance Little, debutante of Passaic, N. J., the date being Oct. 27, 1916. He took his bride to Los Angeles and for six years directed advertising and trade promotion activities of the Exchange, his work attracting national attention.

In 1921 Albert D. Lasker, president of Lord & Thomas, invited Don Francisco to join the agency as co-manager of the Los Angeles office. He accepted and by 1927 was executive vice-president of the agency in charge of Pacific Coast operations, holding that post until his elevation to the presidency.

There isn't a single move made in the entire West Coast division of Lord & Thomas that he doesn't know about, and much of the organization's activity stems directly from his desk.

Always an advocate of radio, Mr. Francisco has long recognized the importance of broadcasting as an advertising medium. He has aggressively sold this medium to hesitant advertisers. The broadcasting industry knows him as a man who believes that team work between radio and other media can produce unlimited results. He has proved it with many campaigns, personally conducted as well as supervised.

It was Don Francisco who brought radio into extensive use during the 1934 California gubernatorial election campaign. His efforts were an innovation in programming and were partly credited with defeating Upton Sinclair, the EPIC candidate, in his race for governorship of California. He also directed the campaign which resulted in the decisive defeat at the polls of the special tax on California chain stores in 1936, having organized the weekly *California's Hour*, heard for 39 weeks on the CBS-Don Lee Network. So popular was this radio campaign, that whole communities turned out to participate in the shows, and 57 out of 58 California counties voted against the tax.

Don Francisco leaves actual production of Lord & Thomas radio programs on the West Coast in the hands of the agency's constantly expanding radio department in Hollywood. He will continue that policy when he assumes the presidency of the firm. Edward Lasker of Chicago heads the national radio department.

His secret of success is *work*, for work is his hobby. Like so many advertising men, he is an enthusiastic amateur photographer, and goes in for color movies. He plays a good round of golf, but isn't very serious about the game, and says he enjoys it most when Mrs. Francisco accompanies him.

He is also a great baseball fan. Mr. Francisco has served as president of the Pacific Advertising Clubs Association, Pacific Advertising Agencies Association and Los Angeles Advertising Club. He is past vice-president of the Associated Advertising Clubs of the World, and formerly a director of the Advertising Federation of America, Association of National Advertisers and National Outdoor Advertising Bureau. He is also past chairman of the Advertisers' Round Table of Los Angeles. He has resigned as president of the Hollywood (Cal.) Baseball Association, a post to which he was appointed early this year. He is a member of Alpha Zeta, honor agricultural fraternity; Scabbard & Blade, college military honorary society, and Alpha Delta Sigma, honorary advertising fraternity.

Mr. and Mrs. Francisco live in Pasadena, Cal., where they will continue to maintain their California home, although stationed in New York. They have one son, Don Jr., 21, who is with the radio production department of Lord & Thomas in Hollywood. Young Don was recently married to Miss Patricia Goodwin of Pasadena, and they live at Santa Anita Rancho.

—D. G.

Personal NOTES

JAMES C. HANRAHAN, vice-president of Scripps-Howard Radio, has transferred from Cincinnati, where he supervised WCPO, to Memphis, where for the next six months he will be in charge of WMPS.

ALFRED J. McCOSKER, president of WOR, Newark, and chairman of the board of MBS, sailed Aug. 6 on the *Conte di Savoia* for Genoa, Italy, where he will meet Mrs. McCosker. They plan to tour the Italian lake region.

T. F. (Ted) ALLEN, former radio director of the Republican National Committee, and afterwards with J. J. Devine and Associates, station representatives, on Aug. 1 joined WGNY, Newburgh, N. Y., as commercial manager, Peter Goelet, director and owner, has announced.

BISHOP SYLVESTER Q. CANNON, president of KSL, Salt Lake City, sailed Aug. 3 on the *Aquitania* with Mrs. Cannon for a two month tour of Europe.

AMORY L. HASKELL, president of WBNX, New York, has been appointed director of the New Jersey Council, formed early this year to promote the state as an industrial, agricultural and residential center.

ART LINICK, vice-president of WJJD, Chicago, underwent an abdominal operation in Chicago Aug. 8. Herb Sherman, commercial manager of WJJD, is recovering from chest injuries suffered recently when he fell from a horse.

DON ROBBINS, for nearly two years San Francisco sales manager for the McClatchy radio stations in California and sales representative for the California Radio System, has resigned as of Sept. 1. His future plans are indefinite. No successor has been named.

EDWIN M. CRAIG, executive vice-president of National Life & Accident Insurance Co., operating WSM, Nashville, returned from a trip to Europe Aug. 9.

WOODY WOODHOUSE, commercial manager of WDNC, Durham, N. C., has been elected president of the Durham Junior Chamber of Commerce.

MARION KYLE, formerly Lord & Thomas, Los Angeles, account executive, has joined the commercial staff of KMPC, Beverly Hills, Cal., succeeding Robert Reynolds, who resigned to play professional football.

LESLIE L. CARDONNA Jr., of the sales staff of WRVA, Richmond, married Miss Betty Harvey in late July.

E. PALMER BALDWIN, formerly of Addison Vars Adv. Agency, Buffalo, and Baldwin, Urquhart Co., Niagara Falls, has joined WFIL, Philadelphia, as program coordinator.

BOB SMITH recently joined WDAY, Fargo, N. D., as salesman and Howard Nelson became new publicity director.

JOHN T. CALKINS, manager of WESG, Elmira, N. Y., is recovering from a recent gall bladder operation.

ROBERT ELLIOT, of the sales staff of WGY, Schenectady, has been transferred to NBC sales in New York.

GEORGE M. BURBACH, director of KSD, St. Louis, and advertising manager of the *St. Louis Post Dispatch*, returned from a European trip Aug. 11 on the *Europa*.

MAJ. GLADSTONE MURRAY and Dr. Augustin Frigon, general manager and assistant general manager respectively of the Canadian Broadcasting Corp. will talk over the national and French CBC networks on Aug. 17, 9:30 to 9:45 p. m. (EDST), to tell listeners about plans for CBC expansion for the coming winter. This is one of their periodic *Chatting with the Listener* programs.

DUDLEY H. FAY, formerly with Curtis Publishing Co., J. Walter Thompson Co. and *Time*, has joined the New York sales staff of CBS.

HORACE LOHNES, Washington attorney of Don Lee Broadcasting System, was in Los Angeles during early August for conferences with Lewis Allen Weiss and Willet Brown, general manager and assistant manager respectively.

RICHARD CALHOUN has resigned as sales manager of R. U. McIntosh & Associates, North Hollywood transcription concern. His interest has been bought by Mr. McIntosh.

M. E. (Bob) ROBERTS, former manager of KYA, San Francisco who resigned several months ago to enter the electrical business, has returned to radio as account executive at KJBS, San Francisco.

OWEN BALCH, commercial manager of KCKN, Kansas City, Kan., and Mrs. Balch, are the parents of a 7 lb. 3 ounce daughter, Priscilla Ann, born July 26.

ADRIAN JAMES FLANTER has been appointed to direct advertising and publicity for WOV-WBIL, New York, and has moved his offices into the stations' building at 132 W. 43d St.

NAT BRUSILOFF has resigned as musical director of WMCA, New York, and will leave the station Aug. 25. His future plans have not been announced, nor has the station appointed his successor.

Central States Promotions

FRANK PELLEGRIN, sales promotion manager of Creighton University, has been named national sales manager of Central States Broadcasting Co. (KOIL, Omaha, and KFAB-KFOR, Lincoln) by Don Searle, general manager. Paul Hammon, former national sales head, has been named local sales manager, and Ed Cunniff, formerly of KMA, Shenandoah, and KOAM, Pittsburg, Kan., in charge of Lincoln operations, is in charge of sales in that area.

Murdock Heads KFH

MARCELLUS MURDOCK, publisher of the *Wichita Eagle*, and executive head of KFH, Wichita CBS outlet, has assumed the acting general management of the station, and is dividing his time between the newspaper and the station, which is half owned by the newspaper. Mr. Murdock has taken over the actual management of KFH following the recent resignation of G. B. McDermott, who has returned to Chicago.

Fitch Shifts

F. W. FITCH CO., Davenport, Ia. (shampoo), on Sept. 4 starts *Fitch Bandwagon* on 41 NBC-Red stations, replacing *Interesting Neighbors*. A different name orchestra will be heard each week, starting with Guy Lombardo. Others will be Benny Goodman, Vincent Lopez, Hal Kemp, Tommy Dorsey, Eddie Duchin and Ben Bernie. Agency is L. W. Ramsey Co., Davenport.

BEHIND the MIKE

JACK ALLEN COMFORT, merchandising director of WMT, Cedar Rapids, Ia., on Aug. 15 will marry Beverly Shaw, daughter of Mr. and Mrs. Harry Shaw, in Sarasota, Fla. Miss Shaw was graduated from Stephens College in June 1937. Her father was the former owner of WMT, and now lives in Sarasota.

IRVING REIS, formerly director of the CBS *Radio Workshop*, now with Paramount Pictures, married Meta Aronson in Hollywood in August.

DON PRINDLE, Hollywood writer, has joined Joe Penner as writer on the comedian's new series, which starts Sept. 29 on CBS under sponsorship of General Foods Corp. (Huskies). Max Hayes, is also a member of the writing staff, and Hal Raynor has been retained as lyricist-composer.

PAUL LANGFORD, formerly of WMBH, Joplin, Mo., has joined KMPC, Beverly Hills, Cal., as announcer, succeeding Eddie Lyon, resigned.

THOMAS FREEBAIRN-SMITH, CBS Hollywood producer-announcer, is back after three weeks in Canada as player-manager of the Hollywood Cricket Club.

VIRGINIA BARBER, who recently resigned from Associated Cinema Studios, Hollywood transcription concern, to free lance, has returned to that organization as continuity editor.

TED PEARSON, Hollywood announcer on the NBC *Good News of 1938*, sponsored by General Foods Corp. (Maxwell House Coffee), which resumes on Sept. 1, has been assigned a part in the M-G-M film production, "No Way Out".

DON McNAMARA has been made chief announcer of KMTR, Hollywood. Norman Paige, announcer, has been promoted to producer, and Allan Berg, new to radio, added as junior announcer.

EVERETT TOMLINSON, CBS Hollywood writer, and Wanda Webster of Tacoma, Wash., were married in Tacoma Aug. 9.

BOB GARRETT, former Hollywood commentator, has joined National Talent Pictures Corp., that city, as publicity director.

BERT SIMS, *Los Angeles Examiner* reporter, has started a weekly quarter-hour oddities in the news program, titled *Man Bites Dog*, on KECA, that city.

HERSCHELL HART, radio editor of the *Detroit News*, has joined the editorial staff following the new policy of that and other Detroit newspapers of eliminating all but program listings.

CLAIR SHADWELL, with WBT, Charlotte, N. C. for the last 10 years, resigned recently to join WRC-WMAL, Washington, D. C. He will take his post with the Washington NBC stations Aug. 22.

FRANK GRASSO, talent director of WFLA, Tampa, Fla., is the father of a 7-pound girl born late in July.

KEYES PERRIN, announcer of WBZ, Boston, and Mrs. Perrin are parents of a 7 lb. son, born early in August. Perrin made his debut on the Blue Network's *Little Variety Show* as a baritone soloist Aug. 12.

ANNABELLE ADAMS, director of the *Homemakers Club* on WIP, Philadelphia, was one of the judges in the juvenile fashion show at Wildwood, N. J., Aug. 12.

UPON ARRIVAL in Honolulu aboard the *S. S. Lurline* in July, George W. Brett, sales manager of The Katz Agency, New York, representative of KGU, Honolulu, and Mrs. Brett were greeted off port and bedecked with leis by R. S. Thurston of the KGU staff.

TOM MORTON, formerly with the production department of WFLA, Tampa, Fla., recently resigned to return to Panama where he will produce script shows depicting North American horticultural subjects.

RICHARD SHARP, formerly with Wesley Nash Adv. Agency, St. Louis, has joined KMOX, replacing Richard Scheidker, who resigned to join Aufenger Adv. Agency, St. Louis.

RAY SWEENEY, continuity writer of KMOX, St. Louis, married Lorraine Grimm, KMOX and CBS featured soloist, July 30 in St. Louis.

VIOLET EVERS, of the KMOX, St. Louis, publicity department, resigned recently.

ALTON COCKE, who last year was radio director for the Dallas Academy of Speech & Drama, has joined the announcing staff of WACO, Waco, Tex.

RUTH FALBY, receptionist at WEEI, Boston, left recently for London, England, where she will marry Albert G. Falby Sept. 3.

FRANK McINTYRE, formerly of KXBY, Kansas City, KFBI, Abilene, Kan., KBST, Big Spring, Tex., and KRGV, Weslaco, Tex. has joined KFRO, Longview, Tex., as newscaster and special events announcer, replacing Paul Wilson, who resigned to join WAML, Laurel, Miss.

GLENN RIGGS, chief announcer at KDKA, Pittsburgh, and winner of a recent audition competition at Radio City, joins NBC as a New York announcer Aug. 15.

BERNICE TYLER, KFAC, Los Angeles, receptionist, and Dr. Horace W. Jamison, will be married in Mar Vista, Cal., Aug. 27.

JEANNE BEEH, formerly with International Radio Sales, San Francisco, has been named daytime receptionist at KYA, San Francisco, succeeding Helen Hess, resigned.

JEFF BAKER, announcer at WTAR, Norfolk, Va., is the father of a girl born late in July.

LEE CHADWICK, continuity director of WTAR, Norfolk, Va., has been named head of the play casting and scenario committee of the Old Dominion Guild Players, who tour Virginia and North Carolina during the winter season playing one night stands.

ED DUKOFF has resigned as publicity director, WOV-WBIL, New York.

JOSEPH GILLESPIE, formerly of KOA, Denver, has joined the announcing staff at NBC, San Francisco.

LES PAUL, staff guitarist of WJJD, Chicago, has gone to Hollywood, where he is under contract to Republic Pictures Corp.

HARRIET PRIPPS has joined the secretarial staff of WIND, Chicago, to replace Anne Barrett, who has shifted to an evening schedule.

EDDIE GALLAHER, for the last five years sportscaster with KTUL, Tulsa, has taken a similar post with WCCO, Minneapolis. He has been replaced at KTUL by Don Hill, formerly with WTAX, Springfield, Mo., Also new to the KTUL staff is Hillis Bell, handling his daily *Handy Andy* program.

ELBERT HALING has resigned as publicity director of WBAP, Fort Worth, to open a free lance writing and publicity bureau in that city.

SAM HENDERSON, formerly production manager and chief announcer of WORL, Boston, recently joined WGAN, new Portland, Me. station, along with Dick Bates, former WORL program director. George Crowell and Bob Perry have replaced them at WORL and two new announcers, Jack Berry and John Manning, have joined the staff.

ERNIE SMITH, formerly program director of WBIG, Greensboro, N. C., has joined WCSC, Charleston, S. C. as program department head.

HARRY McILVAINE, formerly of WTNJ, Trenton, N. J. has joined WCAU, Philadelphia.

MORTON LAWRENCE, with WCAU, Philadelphia, for the last five years, has been appointed assistant production manager of the station, replacing Robert Gill, whose resignation takes effect this fall.

W. RAY WILSON, of the WLW, Cincinnati, production department, is acting program director during the vacation of Owen Vinson.

WILLIAM E. DRIPS, NBC Chicago director of agriculture, visited the West Coast in early August.

JOE ALVIN, assistant to Hal Bock, NBC western division publicity director, Hollywood, is on a three-week trip to New York and Chicago, planning exploitation of Coast network shows.

BERT MILLER of the NBC Hollywood guests relations department, is the father of an 8-pound boy born July 21.

ELWYNN QUINN, announcer at KDYL, Salt Lake City, recently received his pilot's license from the Bureau of Air Commerce, Washington.

VICTOR MILLER, musical director of WSYR, Syracuse, has been named concert pianist for a fall program by the Syracuse Symphony, at which he will play Liszt's Concerto No. 1 in E-flat Major—a composition he first played in June, 1914, with the Berlin Symphony.

GEORGE BRENGEL, page and guide at NBC's Radio City quarters since last December, has joined the announcing staff of WSOC, Charlotte, N. C.

WILLIAM M. MILLER, formerly with the U. S. Housing Authority publicity department, has joined NBC's New York press staff.

LIN MASON, of WKRC, Cincinnati, married Miss Lillian Marshall of Xenia, O., Aug. 6.

ALEXANDER BIDDLE has been transferred to the press department of WFIL, Philadelphia.

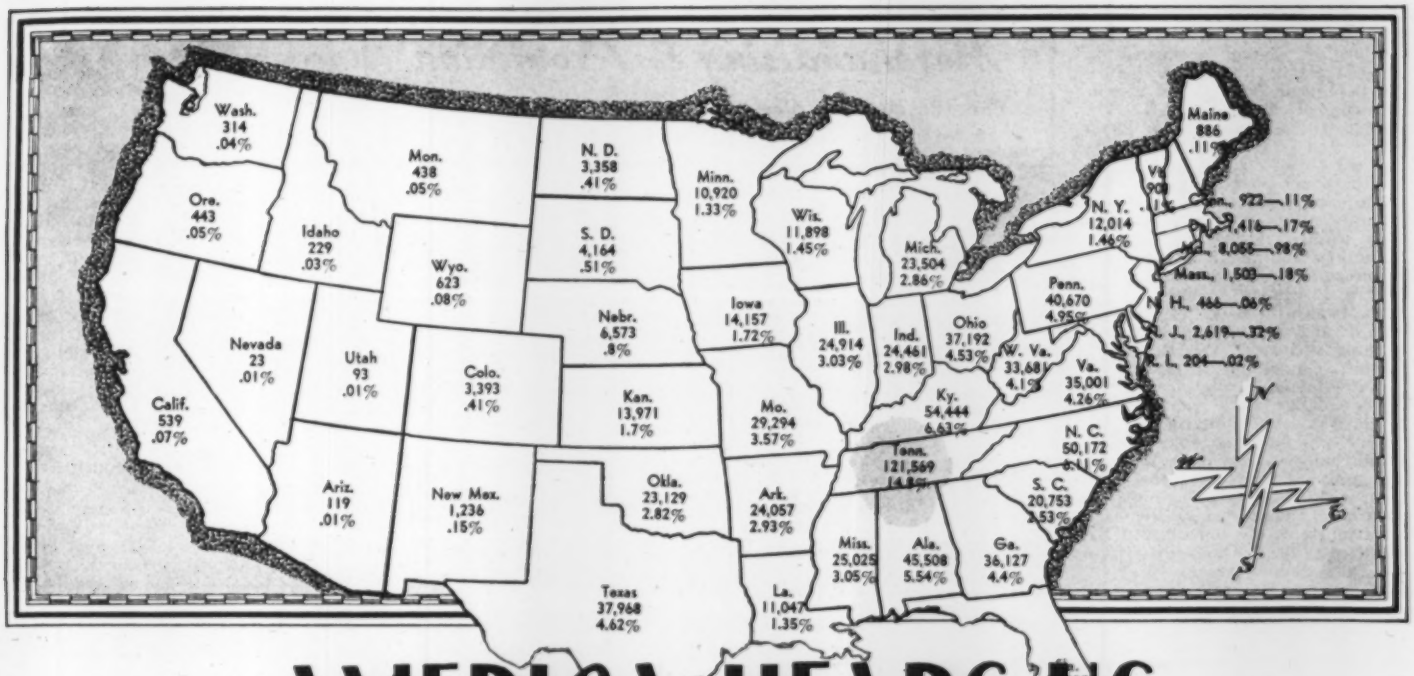
JAY FARAGHAN, recently of WFIL, Philadelphia, has joined WBIG, Glenside, Pa.

STAN WIDNEY, announcer-producer of WHO, Des Moines, is the father of a baby girl born Aug. 4.

BARRY HOLLOWAY, of NBC's press and special events division, resigns Aug. 29 to direct publicity for Stephens College, Columbia, Mo.

GENE EDWARDS, former announcer for MBS on the West Coast, has joined the announcing staff of WSPA, Spartanburg, S. C.

RALPH CHILDS, chief newscaster of WHBF, Rock Island, Ill., will marry Miss Muriel Preble Sept. 5.



AMERICA HEARS US
—but Nobody Makes it Listen

MUCH is said about the value of voluntary circulation to an advertiser. Yet everyone seems to overlook the fact that every radio audience is voluntary. No one tunes to a given station except of his own free will, nor stays tuned unless what he hears pleases him.

The map above is undisputable proof that many thousands, outside of WSM's primary sphere of influence, not only listen but are enough impressed by what they hear to write a letter. Why should this be?

Simply because WSM offers a service or an entertainment which these people want, and cannot find elsewhere. They tune to WSM because of a definite broadcasting character which experience has taught them to be trustworthy. They represent a tremendous voluntary circulation built by the simple expedient of thinking in terms of what they want and need.

May we show you how much the purchasing power of this voluntary circulation can stimulate the sale of your product?

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY SHIELDS YOU

WSM

CLEAR CHANNEL
50,000 WATTS
NBC

NASHVILLE, TENNESSEE

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First

Merchandising & Promotion

For Cleveland Ladies—Krispie Prizes—Gratitude—Who Said Hicks?—Queries for Kiddies

FOR women shoppers is the Merchandise Exposition Inc. project being organized in Cleveland by Ethel Hawes and Ben Lebin, radio team recently resigned from WGAR. The project will start operation about Oct. 1 and is designed to coordinate all forms of advertising appeal directed to women buyers.

The exposition is to be a center for cultural, civic, welfare and national groups. A broadcasting studio will be equipped, with its own announcers, engineers and staff orchestra. Preliminary plans call for a two-hour afternoon program on WCLE and at least a half-hour morning series on WGAR.

The backers hope to attract up to 400 women a day, combining visible display with radio appeal. A glass-enclosed kitchen and art gallery will be attractions and an auditorium seating over 1,000 is contemplated. Miss Hawes has been with Cleveland stations for more than a decade as saleswoman, commentator and consultant. Mr. Levin is a former city prosecutor and radio commentator.

* * *

Oil and Water

TWENTY-FIVE outboard motors are awarded weekly in a series of contests during *Horace Heidt* broadcasts on NBC-Red for Stewart Warner Corp. Broadcast in cooperation with the National Outboard Assn. the contests are designed to promote boating as well as lubricants. The offers involve no purchases nor entry blanks. Contestants simply write their opinion of Alemite lubrication.

* * *

WKZO Prizes

OFFERING merchandise prizes worth about $2,000, WKZO, Kalamazoo, Mich., circulated 20,000 newsprint blurbs to promote its "Trade With WKZO Advertisers" contest. Labels, wrappers, bottle caps, sales receipts and other evidence of purchase of station-advertised products were exchanged by listeners for votes in the contest.

* * *

Stamps and Pads

CIRCULAR rubber stamps are offered kids during *Don Winslow of the Navy*, an NBC show for Kellogg's Wheat Krispies, in return for a box top and a nickle. The stamp has a Navy anchor down the center and is flanked by initials of the individual. Bottom of the case is an ink pad.

KEHE's Nudists

NEW METHOD of spurring sales of radio time during summer slump was inaugurated by Jack Gross, manager of KEHE, Los Angeles, this month in the form of a "nudist" sales contest in which station account executives were given clothing for each bracket of strictly new business signed and *broadcast* during the two weeks between Aug. 1-14. The biggest urge to sales activity was the clause providing that all account executives appear at a dinner party later in the month dressed in the exact apparel their contracts earn them.

Too Good to Keep

WITH a 9x12 two-color illustrated direct mail piece, *How We Lost a Program That Was too Good!*, sent to advertising agencies and local advertisers, WDBJ, Roanoke, Va. relates the wire-jamming results of a recent listener-participation feature. Phone calls to the station tied Roanoke service in knots, according to the story, with 1,375 calls attempted in the first six minutes of the first program, and "because WDBJ provided too receptive a listening audience", the sponsor was forced to switch to a different type of program that would let Roanoke business men use their telephones.

* * *

News From WSAI

NEW WEEKLY trade release of WSAI, Cincinnati, *WSA Eye Openers*, appeared Aug. 1. The mimeographed publication is handled by Wilfred Guenther, sales promotion manager, and is designed especially for agencies, sponsors and potential clients. The first issue listed recent new business and plugged some of the WSAI programs.

* * *

Thanks for the Contracts

KNOCKING a home-run of appreciation, WISN, Milwaukee, ran a full-page two-color ad in the *Milwaukee News-Sentinel* July 23, thanking station advertisers for their cooperation to the theme, "Sales Mean Jobs", slogan of the National Salesmen's Crusade. Reprints were furnished for bulletin boards and window display.

* * *

Veiled Lady's Pix

WHOEVER presented himself at the studios of WOV, New York, with a Wheaties box-top would have his picture taken, according to an offer on General Mills' *Veiled Lady*, heard daily on that station. Within three days so many people and box-tops appeared that the offer had to be dropped.

* * *

Quiz for Kids

EXCLUSIVELY for kids 9 to 15 years old, *Aunt Sue's Question Box*, conducted Sundays by Dorothy Stewart on WRC, Washington, D. C., carries a series of questions to be answered by youngsters in the studio audience. Prizes of $5, $3, and $2 are awarded for answers.

* * *

The Meaning of T

CARDBOARD "T" puzzle, distributed to advertisers by WFLA, Tampa, Fla., in an envelope carrying the inscription "T is for Tampa, and WFLA for Tampa coverage" is the latest promotion piece of WFLA, Tampa, Fla.

* * *

Spotlight and News

A SPOTLIGHT plays on a news announcer from KDYL, Salt Lake City, while Centre Theatre audiences watch and listen to five minutes of flashes, heard also by KDYL listeners. Dramatic sound effects are used.

Sales Meeting on the Air

GILMORE OIL Co., Los Angeles (petroleum products), on Aug. 30 as a promotion feature, will sponsor a special sales meeting over 10 NBC-Pacific Red network stations, 7:30-8 a. m. (PST). The breakfast meeting will be broadcast by remote control from the Gilmore Ranch House in Los Angeles, when Earl B. Gilmore, president of the concern, addresses his sales staff on the Pacific Coast. Clarence Beesmeyer, executive vice-president of the company, will be cut in from San Francisco where a similar meeting will be in progress. Members of the *Gilmore Circus* cast, sponsored by Gilmore Oil Co., on that network, will supply the entertainment features of the broadcast. Hixson-O'Donnell Adv. Inc., Los Angeles, has the account.

* * *

Box-Car Studio

OKLAHOMA CITY'S Humpty-Dumpty grocery store, General Mills, and KTOK cooperated in bringing a box-car full of Wheaties—40,000 boxes—off the tracks to the street in front of the store recently as part of the *Ted Andrews Appreciation Sale* honoring KTOK's Texas League Indiana baseball announcer. Daily broadcasts were carried direct from the car by KTOK, and Wheaties were sold on the spot, with 500 free baseball tickets going to lucky purchasers.

* * *

Far From Home

KNX, Hollywood, has issued a four-page promotion piece titled *At Home . . . 100 Miles Away*. It reveals the result of a recent survey of the listening audience of Santa Barbara, Cal. Comparison figures break down the results of the survey into day, evening and total percentages. The 12x9 inch two-color folder is illustrated with Santa Barbara scenes. Back page shows a picture of the new CBS Hollywood studios and also contains an added sales message.

* * *

Associated Stamps

ALERT to the tie-in value of the free distributed Stamps of the West, 18 Associated Oil Co. dealers in Paso Robles, Cal., and San Luis Obispo, are backing the promotion with a weekly quarter-hour program, *Call of the West*, on KVEC, in the latter city. This is being supplemented with daily spot announcements. The stamps picture historical and beauty spots of the West, and are distributed free by Associated Oil Co. dealers on the West Coast.

* * *

Not Really Hayseeds

"FARMERS Aren't Hicks" is the title of a new brochure by WOW, Omaha, showing results of a new farm-audience survey, made for the station by Ross Federal. Covering interviews with 1,429 men and 1,372 women in every Nebraska county, the survey was declared to involve a new technique in audience studies. The brochure, in four colors, depicted results of the study both daytime and evening.

Little I.Q. Prizes

SUCCESS of the *Dr. I. Q.* program, staged in the Majestic Theatre of San Antonio and broadcast Monday nights over KTSA under sponsorship of Seven-Up Bottling Co. (soft drink), has led William C. Byron, KTSA program manager, to introduce a replica show for juveniles titled *Dr. I. Q. Jr.* Kids answer questions as two announcers with portable microphones go through audience. Awards range from 25 cents to $2, with sales orders on city stores given as attendance prizes. Admission is gained by bringing seven 7-Up bottle caps. Grand prizes of pinto ponies, bicycles and pedigreed Scotty pups will be awarded at the conclusion of the series to the children saving the greatest number of bottle crowns.

* * *

Tickets for Wrappers

WHEN KIDO, Boise, Idaho, recently offered free carnival tickets to the first 50 listeners calling at the studio with the wrapper of one of the nationally advertised products on KIDO's sponsor list, all the tickets went in less than an hour, after a single announcement, made early in the afternoon, and phone calls and personal visits continued through the next day. Plugged products included Jell-O, Lucky Strike cigarettes, Woodbury soap, Jergen's soap, Carter's Little Liver Pills, Kellogg's Corn Flakes, Spry, Hop Gold Beer, and Morning Milk.

* * *

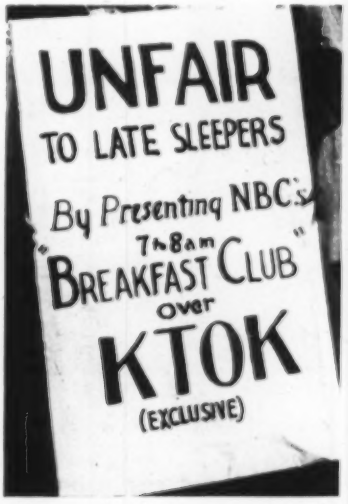
Learning About Radio

EDITORS of the *Juvenile Newspaper of the Air*, on WSYR, Syracuse, sponsored by a local ice cream company, attend weekly lectures by WSYR staff members in connection with the function and business of radio. Supervised by Ray Servatius, WSYR's continuity chief, opening lectures featured talks by Armand Belle Isle, chief engineer, and Arnold Schoen, publicity director.

* * *

Survey in Alberta

CJOC, Lethbridge, Alberta has released a folder based on a survey of its area by Ross Federal Research Corp.



PICKETING late morning sleepers, KTOK, Oklahoma City, sent two sandwichmen over city streets with "unfair" signs to promote NBC's *Breakfast Club*, which started over KTOK July 25.

RIGHT!

Local and national spot business *is* important.

It represents an unrestricted choice of stations regardless of network affiliations.

How has the spot situation in Cincinnati changed, even in the past three months?

Of the local and national spot quarter hours carried on the three local network stations . . .

In MAY . . . WSAI carried 57.8% more than station A, and
136.8% more than station B.

In JUNE . . . WSAI carried 106.2% more than station A,
661.5% more than station B, and
62.2% more than stations A and B combined.

In JULY . . . WSAI carried 320.0% more than station A,
281.8% more than station B, and
100.0% more than stations A and B combined.

All of the above tabulations are the result of one checked week in each of the three months.

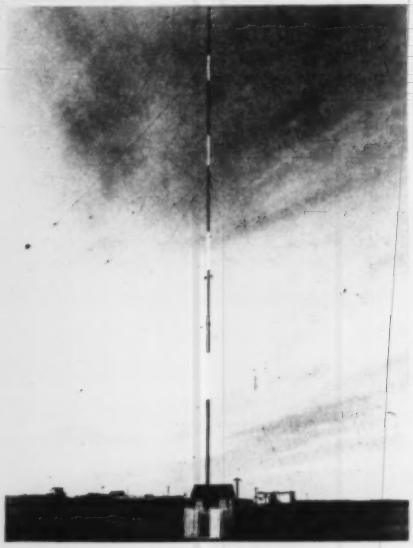
WSAI carries baseball broadcasts sponsored by General Mills and the Socony Vacuum Oil Co. Frankly, we do not think baseball should be excluded, but, for the purposes of completely clarifying what has come to be an extremely interesting situation in Cincinnati, after eliminating the baseball quarter hours, WSAI's local and national spot business has increased (even in the heart of summer) to the point where it has a lead of 110% over Station A, and 99.9% over station B. In plain words . . . excluding the baseball time purchased by General Mills and Socony Vacuum Oil . . . WSAI carries as many local and national spot quarter hour units as the other two local network stations COMBINED!

WSAI CINCINNATI

• *National Spot Representative* TRANSAMERICAN

NEW YORK CHICAGO HOLLYWOOD

Are you trying to solve your Antenna problem?



Look to **LINGO** for **Economy** and **Efficiency**

Reliability and Experience Since 1897

So . . . you're thinking about a new radiator! But before you actually sign on the "dotted line" there will be many conferences and meetings . . . discussions between station owners, managers and engineers . . . and then the all-important decision of selecting a radiator. There are a few facts about Lingo Vertical Tubular Radiators you will not want to overlook . . . be sure you are familiar with LINGO *efficiency*, LINGO *5-year insurance protection*, LINGO *reliability*, LINGO *economy*. Write us your location, frequency and power . . . and we will send complete details and costs without obligation.

• Write today for illustrated detailed folder

John E. Lingo & Son, Inc. *Dept. 8* **Camden, N. J.**

LINGO
VERTICAL TUBULAR STEEL RADIATORS

New Data on Engineering Sought for NAB Booklet

IN PLANNING a revised edition of the *NAB Engineering Handbook* the NAB is asking engineers and operators to send to Washington headquarters information and suggestions to help make the book more comprehensive. Among subjects suggested for development by the NAB's engineering committee headed by John V. L. Hogan, which will revise the Handbook, are:

1. Methods and formulae for engineering calculation. Is the information on attenuation in various territories antennae, allocation sufficient or should it be expanded? Should other subjects be included such as power, amplifiers, etc.
2. Characteristics of equipment, such as monitoring equipment, turntables, pickups, cutters, recorders, measuring equipment, etc.?
3. Operation and upkeep of equipment.
4. Upkeep of records and logs.

New Tampa Ownership

COMPLETE control of WDAE and the *Tampa Times*, operated for the last five years under lease by David E. Smiley and Ralph Nicholson, passed to Messrs. Smiley and Nicholson early in August under a deal completed with D. B. McKay, owner. WDAE now operates with 1,000 watts night and 5,000 day on 1220 kc., but was recommended by Examiner Arnold last month for a shift to 780 kc. with the same power. The Smiley-Nicholson partnership also has an option for the purchase of the 100-watt WLAK, Lakeland, awaiting FCC approval.

FINCH FACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

LEADS THE WAY

FIRST to open the NEW field in "Home" Facsimile broadcasting.

FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

FIRST to develop an automatic selective synchronizing method which permits "HOME" facsimile recording in all AC or DC power areas.

The FINCH laboratories are open to licensed broadcasters for demonstration, by appointment. Call Plaza 5-6570.

FINCH
TELECOMMUNICATIONS
LABORATORIES, INC.
37 West 57th Street
New York City

in the CONTROL ROOM

C. W. HORN, director of research and development, NBC, sailed for Europe Aug. 10 on the *Manhattan* to visit broadcasting centers, checking on international exchange facilities. Mr. Horn will be away about a month, making stops in England, France and Italy.

ARNOLD NYGREN, engineer of WFIL, Philadelphia, who sailed for South America recently with Joe Connolly, WFIL press director, was recalled early in August by the sudden death of his father. He flew back.

WALLACE S. WIGGINS, chief engineer and program director of KVOE, Santa Ana, Cal., is the father of a girl born July 25.

WILLARD DEAN has returned to the control room of WPTF, Raleigh, N. C., after a minor operation.

SILVIO CARANCHINI, engineer of WHY, Schenectady, on Aug. 6 married Miss Ione VanDenplas of the press department.

ROBERT PRELL, University of California student who majored in electonics, and Spencer Fine, geophysics student of the same institution, have joined Universal Microphone Co., Inglewood, Cal.

BILL SCHWESINGER, transmitter engineer of WSAI, Cincinnati, married Verna Guenther July 30.

EUGENE G. PACK, chief engineer of KSL, Salt Lake City, read a paper on "International Broadcast License Engineering" before the I.R.E. meeting in Portland, Ore., Aug. 10.

OBRA HARRELL, engineer of WAGA, Atlanta, married recently.

JULINE SAVOLD, of WDAY, Fargo, N. C., recently married.

GILBERT McDONALD, engineer of WOV-WBIL, New York, recently married Beatrice Elberfeld.

JAMES B. MATTOX, Cincinnati amateur and author of a Sunday column on amateur radio for the *Cincinnati Enquirer*, has joined the engineering department of WCKY, Cincinnati.

PAUL LEE, former chief engineer of Syracuse University's Radio Workshop, is filling in at WSYR's transmitter while engineers vacation.

BRUCE F. LONGFELLOW of the FCC field staff has been transferred from the New York to Boston offices. Charles Osdin of the Portland staff has been transferred to Grand Island, Neb.

JAMES E. FOUCH, president of Universal Microphone Co., Inglewood, Cal., has returned after an absence of two months.

HOWARD CULVER, formerly of KNX, Hollywood, has joined KMTR, that city, as chief sound effects man. KMTR has appointed William Hardie as chief sound truck technician.

JOSEPH McCORRA and Carl Stromwell are now jointly directing the engineering staff of WATR, Waterbury, Conn.

GRAHAM TEVIS, chief engineer of KMOX, St. Louis, fractured his wrist in a fall from a horse while he was riding in the Colorado Rockies early this month.

THE 1938 national convention of the American Radio Relay League, organization of the nation's amateurs, will be held in the Sherman Hotel, Chicago, Sept. 3-5, along with an Amateur Radio Equipment Show.

Don Lee Network Resumes Effort to Select New Site

Dickers for Joint Occupancy Of Proposed Night Club

FORCED to seek larger quarters and increased facilities to meet the demand resulting from the heaviest run of commercial commitments for the fall and winter in many years, Don Lee Broadcasting System, Los Angeles, West Coast outlet for Mutual, through its general manager Lewis Allen Weiss, has reopened negotiations for a new studio building in Hollywood.

More than a year ago Don Lee announced its intention to move from downtown Los Angeles to Hollywood and negotiations were opened with NBC to take over the latter's present studio building on Melrose Ave. when its new structure on Sunset Blvd. & Vine St. was completed. After much dickering the deal went cold and NBC announced it would continue to use its old studios along with the new which are scheduled to open in late September. Other sites were offered but they were turned down.

Dickering for Site

Although Mr. Weiss would not commit himself, it is understood negotiations are under way between J. H. Williams Co. and Don Lee network for a lease to a piece of property on Sunset Blvd. between El Centro and Argyle Aves. Baron Long, Southern California hotel owner, plans to erect a combination restaurant-night club on the property. If a deal can be worked out, Don Lee would utilize part of the ground floor and the upper stories under a long term lease. The property is located between the new $2,000,000 CBS studios and NBC's new structure. The Don Lee network building would occupy practically an entire block and would be comparable to the other broadcasting plants.

Mr. Weiss is eager to get his plans under way so that the move from downtown Los Angeles can be made shortly after the first of next year. Mutual-Don Lee has long wanted to make its western headquarters in Hollywood and with general conditions definitely on the upswing will originate a greater number of network programs from the West Coast than ever before. Don Lee is the nation's largest regional network, with 29 owned and affiliated stations in California, Washington and Oregon. It has occupied the present headquarters in the Don Lee Bldg. for more than 11 years.

Meanwhile NBC announced its new modernistic executive and studio building in Hollywood will be ready and in use by the end of September. The new western division headquarters will follow a design new to radio. Instead of a single building housing a number of studios, the plant will consist of four individual sound stages similar to those used by motion picture studios. This will be in addition to the three-story executive building. The plant, costing approximately $2,000,000, extends from Vine St. to Argyle Ave., and from Selma Ave. to Sunset Blvd., and in the early days of motion pictures the site was occupied by Famous Players-Lasky Corp.

SOAP-BOX Derby finals at Akron Aug. 14 found Bill Griffiths, sportscaster for General Mills-Socony Vacuum on WJW, and Jackie Hughes, 15-year-old radio and screen personality, at the WJW microphones which fed Mutual Network. Griffiths, who has handled previous Soap Box Derbies, described the eliminations while Jackie did interviews with contestants.

Supreme Court Review Of New Station Grant To Superior Is Sought

SUPREME COURT review of the decision of the U. S. Court of Appeals for the District of Columbia, sustaining the FCC grant of a new local station in Superior, Wis., was sought in a petition filed Aug. 2 on behalf of KDAL, Duluth. Action on the petition is not likely until the fall term of the nation's highest tribunal.

In the petition for a writ of certiorari, Paul M. Segal, counsel for KDAL, held that the questions presented are of nationwide application and of importance to and directly affect existing stations, particularly when there is an application for a new station in the same community. The Superior grant was to Fred A. Baxter, former mayor, and authorized a 100-watt station on 1200 kc. KDAL operates with 100 watts full time on 1500 kc., across the Bay from Superior.

Questions presented, according to the petition, are whether the FCC may grant a construction permit to Baxter without notice to or hearing accorded KDAL; whether it may grant an application for a new station without making a finding that the existing broadcast service is inadequate; whether a station must as a matter of law exhaust the remedy offered by Section 405 (petition for rehearing) of the Communications Act before suing out an appeal; whether KDAL, which did not participate in the proceedings before the Commission, should have resorted to a petition for rehearing before suing out an appeal; and whether KDAL should have intervened in the proceedings before the FCC in view of the Commission's announced rule and policy to deny petitions to intervene based on possible deterioration of service through economic competition.

Buys Mexican Outlet

W. E. BRANCH, San Diego, Cal. radio engineer, and owner of XELO, Piedras Negras, Mexico, has purchased XEAC, 1000-watt station in Tiajuana, Mexico. He will rebuild the studios and erect a new transmitter. Louis Graff, Los Angeles, is national sales representative of the stations.

USG provides
a *complete answer* to your
Sound Control
problems

In the beautiful modern studios of Station WCCO, owned and operated by the Columbia Broadcasting System, effective sound control was obtained through the use of USG Perforated Surface acoustical treatment. USG Sound Insulation was used in floors, walls and ceilings, as well as between control rooms and studios.

PRESENT-DAY requirements of high fidelity broadcasting . . . tomorrow's critical needs . . . *both* have been fully recognized by USG in developing through the years its system of sound insulation and sound absorption. The result is a system based on *vital exclusive features*—unique in its efficient use of materials.

The USG system of sound control provides the desired number of sound absorption units at various frequencies in each studio. It includes the highly effective patented full floating wall and ceiling construction that bars both extraneous noise and sound travel from studio to studio.

In materials and methods, the USG system offers you wide flexibility of application—plus certainty of effectiveness. You will find it worth while to obtain complete information—and it is yours for the asking.

United States Gypsum Company

300 WEST ADAMS ST. CHICAGO, ILLINOIS

PLASTERS · ROCKLATH* · METAL LATH · SHEETROCK* · FIBER WALLBOARD · SHEATHING · INSULATING BOARD · INSULATING WOOL · ACOUSTICAL MATERIALS PAINT PRODUCTS · STEEL PRODUCTS · ROOFING PRODUCTS · SIDING PRODUCTS · LIME PRODUCTS

USG

*Registered trade-marks

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Refrigeration & Air Conditioning Corp., Youngstown, 13 *t*, thru National Classified Adv. Agency, Youngstown.
John E. Cain, Cambridge, Mass. (sandwich spread), 4 weekly *sp*, thru Chambers & Wiswell, Boston.
D. L. & W. Coal Co., New York, weekly *t*, thru Ruthrauff & Ryan, N. Y.
R. B. Davis Co., Hoboken, N. J. (baking powder, waxed paper), weekly *sp*, thru Charles W. Hoyt Co., N. Y.
Firestone Tire & Rubber Co., Akron, 2 weekly *t*, thru Sweeny & James, Cleveland.
General Baking Co., New York (Bond bread), weekly *sp*, thru BBDO, N. Y.
General Mills, Minneapolis, 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.
International Harvester Co., Chicago, 3 weekly *sa*, thru Aubrey, Moore & Wallace, Chicago.
Kellogg Co., Battle Creek (Corn Flakes), 4 weekly *t*, thru Blackett-Sample-Hummert, Chicago.
P. Lorillard Co., New York (Sensation cigarettes & Muriel cigars), 2 weekly *t*, thru Lennen & Mitchell, N. Y.
New York State Bureau of Milk Publicity, Albany, 3 weekly *sa*, thru J. M. Mathes, N. Y.
RCA, New York, 6 weekly *sp*, direct.
Railway Express Agency, New York, 3-weekly *sa*, thru Caples Co., N. Y.

WBT, Charlotte, N. C.

Southern Cotton Oil Co., New Orleans (Scoco), 17 *sa* weekly, thru Fitzgerald Adv. Agency, New Orleans.
International Harvester Co., Chicago, 3 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Oshkosh B'Gosh, Oshkosh, Wis. (overalls), 3 *t* weekly, thru Ruthrauff & Ryan, Chicago.
P. Lorillard Co., New York (Sensation, Muriel), 2 *t* weekly, thru Lennen & Mitchell, N. Y.
Black Flag Co., Baltimore (insecticide), 3 *sp* weekly, direct.
Firestone Tire & Rubber Co., Akron, 2 *t* weekly, thru Sweeney & James, Cleveland.
Pet Milk Co., St. Louis, 2 *sa* weekly, thru Gardner Adv. Co., St. Louis.

WOR, Newark

Procter & Gamble Co., Cincinnati (Crisco), 5 *t* weekly, thru Compton Adv., N. Y.
National Porcelain Co., Trenton, N. J. (ash trays and candlesticks), 5 *sp* weekly, direct.
E. L. Knowles, Springfield, Mass. (Rub-Ine), 3 *t* weekly, thru O'Connell & Samuel, Springfield.
Journal of Living Publications Corp., New York (V-Bev), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Firestone Tire & Rubber Co., Akron 2 *t* weekly, thru Sweeney & James Co., Cleveland.
Firestone Tire & Rubber Co., Akron (tires and tubes), 2 *t* weekly, thru Sweeney & James Co., Cleveland.

KFI, Los Angeles

Sparkletts Drinking Water Corp., Los Angeles (bottled water), weekly *sp*, thru Lockwood-Shackelford Adv. Agency, Los Angeles.
Loma Linda Food Co., Loma Linda, Cal. (food products), weekly *sp*, thru Lisle Sheldon, Adv., Los Angeles.
Interstate Transit Lines, Salt Lake City (transportation), 5 *sa* weekly, thru Beaumont & Hohman, Omaha.
Beaumont Laboratories, St. Louis (cold tablets), 5 *t* weekly, 2 *t* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Florida Citrus Commission, Tampa, Fla. (fruit), 5 weekly *sa*, thru Ruthrauff & Ryan, N. Y.

WICC, Bridgeport

American Tobacco Co., New York (Lucky Strike), 234 *ta*, thru Lord & Thomas, N. Y.
Bell & Co., Orangeburg, N. Y. (Bel-Ans), 91 *ta*, thru Anderson, Davis & Platte, N. Y.
John E. Cain, Cambridge, Mass. (mayonnaise), 65 *sa*, thru Chambers & Wiswell, Boston.
Lever Bros., Cambridge (Spry, Lifebuoy), 261 *sa*, thru Ruthrauff & Ryan, N. Y.
National Dairy Products, New York (Sealtest), 260 *t*, thru McKee & Albright, N. Y.

KSL, Salt Lake City

Sego Milk Co., Salt Lake City (evaporated milk), 2 *t* weekly, thru Gillham Adv. Agency, Salt Lake City.
Industrial Training Corp., Chicago, 13 *t*, thru James R. Lunke & Associates, Chicago.
Joe Lowe Corp., New York (Popsicles), 3 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

CKLW, Windsor-Detroit

Foley & Co., Chicago (pine tar and vitabuilt tablets) *sa* and *sp* series, thru Lauesen & Salomon, Chicago.

WOV, New York

Medaglia D'Oro Coffee Co., New York, weekly *sp*, direct.

WPTF, Raleigh, N. C.

American Bakeries Co., Atlanta (Merita bread), 156 *t*, thru James A. Greene & Co., Atlanta.
Brown & Williamson Tobacco Corp., Louisville (Avalon cigarettes), 39 *sp*, thru BBDO, N. Y.
Dr. W. B. Caldwell, Monticello, Ill. (Syrup Pepsin), 260 *t*, thru Cramer-Krasselt Co., Milwaukee.
Kellogg Co., Battle Creek (corn flakes), 36 *t*, thru J. Walter Thompson Co., Chicago.

WWNC, Asheville, N. C.

B. F. Goodrich Co., Akron, O. (local dealer) (tires), 52 *t*, thru Branham Agency, Asheville.
National Dairy Products Corp., New York (local dealer), daily *t*, thru Branham Agency, Asheville.
Coca-Cola Bottling Co., Asheville, daily *t*, direct.
Dr. Pepper Bottling Co., Asheville, 52 *sp*, thru Branham Co., Asheville.

KPO, San Francisco

Montezuma School for Boys, San Francisco (school) 6 weekly *sa*, direct.
Richfield Oil Corp., Los Angeles (petroleum products) 6 weekly *sp* (renewal), thru Hixson-O'Donnell Adv., Los Angeles.

KMA, Shenandoah, Ia.

Procter & Gamble Co., New York (Oxydol), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Pinex Co., Fort Wayne, Ind., 4 *sa* daily, thru Russel M. Seeds Co., Chicago.

KMPC, Beverly Hills, Cal.

Wilson & Co., Los Angeles (meat packers), 3 weekly *sp*, placed direct.
Benj. Franklin Life Assurance Co., San Francisco (insurance) 6 weekly *sp*, placed direct.

WEAF, New York

I. J. Fox, New York (furs), 3 *sp* weekly, thru Biow Co., N. Y.

WHN, New York

I. J. Fox, New York (furs), daily *sa*, thru Kashuk Adv. Agency, N. Y.

IN THE JUNGLE room of Chicago's Sportsman's Club, agency men gathered Aug. 3 to feast on muskies allegedly caught by George Roesler, Chicago manager of CKLW, Naylor Rogers, of International Radio Sales, and Gene Fromherz of J. Walter Thompson Co., during a recent Wisconsin vacation. Muskie eaters and tellers of tall fish stories are: Front row (l to r), Frank Avery, Neisser-Meyerhoff; Howard Hudson, H. W. Kastor & Sons Adv. Co.; Frank Ryan, managing director, CKLW; Lynn Werner, U. S. Adv. Corp.; Homer McKee, Erwin-Wasey & Co.; second row, Gene Fromherz, J. Walter Thompson Co.; R. F. Pietsch, Gale & Pietsch; G. R. Stewart, John H. Dunham Co.; Naylor Rogers; Haan Tyler, John H. Dunham Co.; Ken Shepard, K. E. Shepard Adv. Co.; back row, Walter Niffen, H. W. Kastor; George Roesler, CKLW.

WSM, Nashville

Akron Lamp & Mfg. Co., Akron (Diamond irons), 26 *sp*, thru Guenther-Bradford, Chicago.
Chilean Nitrate Educational Bureau, New York (nitrate of soda), 26 *t*, thru O'Dea, Sheldon & Canaday, N. Y.
H. J. Heinz Co., Pittsburgh (strained foods), 2 *t* weekly, thru Maxon Inc., Detroit.
International Harvester Co., Chicago (farm equipment), 3 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Kester Solder Co., Chicago, 13 *sp*, thru Aubrey, Moore & Wallace, Chicago.
Publishers Service, Chicago (Woman's World magazine), 26 *sp*, thru Albert Kircher Co., Chicago.
Quaker Oats Co., Chicago (puffed wheat and rice), 5 *t* weekly, thru Fletcher & Ellis, N. Y.
Firestone Tire & Rubber Co., Akron (Firestone tires), 2 *t* weekly, thru Sweeney & James Co., Cleveland.
Rit Products Corp., Chicago (tints & dyes), 4 *t* weekly, thru Earle Ludgin, Chicago.
Lewis-Howe Co., St. Louis (Tums), 5 *t* weekly, 39 *t*, thru H. W. Kastor & Sons Adv. Co., Chicago.

WSAL, Salisbury, Md.

Atlantic Refining Co., Philadelphia, 11 *sp* (football), thru N. W. Ayer & Son, Philadelphia.
Ralston Purina Co., St. Louis (cereals & feeds), 104 *t*, thru Gardner Adv. Co., St. Louis.
Schluderberg-Kurdle Co., Baltimore (meat products), 260 *sa*, thru Brown-Alexander, Baltimore.
Jacob Ruppert, New York (beer), 90 *sa*, thru Lennen & Mitchell, N. Y.
Philadelphia Dairy Products Co. (ice cream), 26 2-weekly *sp*, thru Scheck Adv. Agency, Newark.

WDAY, Fargo, N. D.

Firestone Tire & Rubber Co., Akron (Firestone tires), 26 *t*, thru Sweeney & James, Cleveland.
Allis-Chalmers Mfg. Co., Milwaukee (farm machinery), 54 *sp*, thru Bert S. Gittins Adv., Milwaukee.
OshKosh B'Gosh, Oshkosh, Wis. (overalls), 156 *sp*, thru Ruthrauff & Ryan, Chicago.
Kellogg Co., Battle Creek (cereals), 36 *t*, thru J. Walter Thompson Co., Chicago.

WFAA-WBAP, Dallas-Ft. Worth

Kellogg Co., Battle Creek (Cornflakes), 4 *t* weekly, thru J. Walter Thompson Co., Chicago.
Firestone Tire & Rubber Co., Akron, 2 *t* weekly, thru Sweeney & James, Cleveland.
Sears Roebuck & Co., Chicago, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

WNAC, Boston

F. A. Stuart Co., Marshall, Mich. (proprietary), 5 *sp* weekly, thru Benson & Dall, Chicago.
R. B. Davis Co., Hoboken, N. J. (baking powder), 2 *sa* weekly, thru Charles W. Hoyt Co., N. Y.
Benrus Watch Co., New York, 365 *sa*, thru Brown & Tarcher, N. Y.
Rit Products Corp., Chicago (dyes), 65 *sa*, thru Earle Ludgin, Chicago.

WKRC, Cincinnati

Florida Citrus Commission, Lakeland (citrus fruits), 14 *sa*, thru Ruthrauff & Ryan, N. Y.
Williamson Candy Co., Chicago (Oh Henry), 6 weekly *t*, thru John H. Dunham Agency, Chicago.

KHJ, Los Angeles

O'Cedar Corp., Chicago (mop & polish), 5 weekly *ta*, thru John H. Dunham Co., Chicago.

KGO, San Francisco

Montezuma School for Boys, San Francisco (school) 2 *sa* (only) direct.

WJZ, New York

I. J. Fox, New York (furs), 2 *sp* weekly, thru Biow Co., N. Y.

Radio Advertisers

WILSON & Co., Los Angeles (meat packers), using radio for the first time in a six-week test campaign, is sponsoring the quarter-hour thrice weekly *Let's Have a Party* on KMPC, Beverly Hill, Cal. Studio audience participates, and at each broadcast sponsor serves samples of the advertised product. Contract started Aug. 1, with placement direct by V. E. (Tony) Whan, sales promotion manager.

PETER DOELGER BREWING Corp., Harrison, N. J., has started *Mellow Melodies*, a half-hour variety show, on WMCA, New York, Wednesday evenings. Using *Do You Remember?* as a theme, the program ties up events and characters of past years with the popular music of those days. Al Fairbanks, sales manager of the company's package department, is featured on the program as tenor soloist. Program was placed direct.

PHILADELPHIA Rapid Transit Co. during August is broadcasting announcement twice daily three days a week on KYW, Philadelphia, placed through Barnes & Aaron agency. Starting July 25, Philadelphia Dairy Products, for its Dolly Madison and Aristocratic Ice Cream, is using the same station for weather reports at 9 a. m. and 11:05 p. m., and temperature reports at 11:55 p. m. daily, placed through Scheck Adv. Agency, Newark.

W. C. MacDONALD, Montreal, cigarette manufacturer, started a 5-weekly test program, *Minute Mysteries*, Aug. 2 on CKCL, Toronto. Tandy Adv. Agency, Toronto, handles the account.

GENERAL FOODS CORP., New York, will sponsor a series of 26 half-hour programs in Jewish, starring Molly Picon, Tuesday evenings on WMCA, New York, beginning Dec. 6. Series was placed through Advertisers' Broadcasting Co., N. Y.

ARCABE Inc., New York, on Oct. 12 will start a test series of two ten-minute programs weekly on WJZ, New York, for its hand lotion. Other spot stations may be added later. Agency is White-Lowell, New York.

GEBHART CHILI POWDER Co., San Antonio, will start an extensive Chicago advertising campaign Oct. 1, using radio and "L" carcards. Agency is Grant Adv. Agency, Dallas.

GENERAL MILLS, Minneapolis (Gold Medal Kitchen Tested flour), was to start a test campaign on WHO, Des Moines, Aug. 15 using *Caroline Ellis*, a five-weekly quarter-hour live dramatic serial with plans for possible expansion in the fall. Blackett-Sample-Hummert, Chicago, is agency.

Results COUNT MOST

CKCK
Regina
Saskatchewan
1000 watts
full time
basic CBC
Saskatchewan's
Leading Station

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

Ban on Endorsement

NEW continuity ban at WTAR, Norfolk, Va., has been imposed on copy in which the announcer is called upon to give personal endorsement to a product or service. The ban does not restrict such testimonials entirely, but the advertiser must enter into a separate agreement with the announcer agreeable to him. Beer and bread accounts, which had employed this method, forced the new ruling.

FINAL plans for the new *Lutheran Hour* series on a special Sunday hookup were to be decided in mid-August at a conference of the Lutheran Hour Executive Committee, on behalf of the church, and Kelly, Stuhlman & Zahrndt, St. Louis agency handling the account. An enlarged network is proposed for the coming season.

BONDS 17 DOG FOOD Co. Inc., Los Angeles, using radio for the first time, and placing direct, on Aug. 15 starts for 13 weeks participation six times weekly in the combined *Housewives Protective League* and *Sunrise Salute* programs on KNX, Hollywood.

BENJAMIN FRANKLIN Life Assurance Co., San Francisco (insurance) an occasional user of radio time, placing direct, is sponsoring the six-weekly quarter-hour *World Wide News* on KMPC, Beverly Hills, Cal. Contract is for 13 weeks, having started Aug. 3. Baron von Egidy is commentator.

SUR-WAY SALES Co., Los Angeles (electric hairbrush), a frequent user of radio time, placing direct, is using 18 transcribed announcements weekly on KGER, Long Beach, Cal. Contract is for 13 weeks, starting Aug. 1. Firm will also start a thrice-weekly program on KFWB, Hollywood in September.

MENNEN Co., New York, has announced a new product, Quinsana deodorant powder, whose advertising will be handled by H. M. Kiesewetter Adv. Agency. No promotion will be placed for several months.

PROCTER & GAMBLE's *Vic & Sade* is now heard three times a day in the New York area; by transcription on WOR at 8:30 a. m., at 11:15 a. m., on NBC-Blue (WJZ), and at 1:15 p. m. on CBS (WABC). The program, in the interests of Crisco, replaced *Houseboat Hannah* on WOR on Aug. 1.

MADISON PERSONAL LOAN Co., New York, on Sept. 11 will start a 26-week schedule of four different shows on WHN, New York, totaling 17 quarter-hours weekly. *Elton Britt and His Variety Show* will account for six quarter-hours; racing results, four days, 5:45-6 p. m.; UP news, 6 quarter-hours, and *Madison News Reporter* will be heard Sundays at 2:45-3 p. m. Klinger Adv. Agency, New York, is in charge.

FTC Stipulations

STIPULATIONS involving allegedly unfair representations on behalf of products have been agreed on by the Federal Trade Commission with Vince Laboratories, New York (Wm. R. Warner & Co.) on claims for Vince; RCA Mfg. Co., Camden, on prices for radio receivers; E. Fougera & Co., New York, on claims for Roche's Embrocation; with Donalds Ltd., Jersey City, on claims for Vapex.

DON GOULD of the Ross Federal Research, survey organization, San Francisco, has been transferred to Minneapolis as branch manager.

Agency Appointments

PURE MILK CHEESE Co., Chicago, to Ruthrauff & Ryan, Chicago.

PHILLIPS-JONES Corp., New York (Van Heusen collars, shirts, pajamas, neckwear), to Chester H. McCall Co., N. Y.

BONETTI FRERES, Paris (Diadermine, facial cream), to Wales Adv. Co., N. Y.

MASTIN PRODUCTS Co., New York (Eye-Lifts, cosmetic product), to Briggs & Varley, N. Y.

MORRIS B. SACHS, Chicago (retail clothier), to Wade Adv. Agency, that city. Will continue the *Sachs Amateur Hour*, a Sunday series on WENR, Chicago.

KLIX Inc., Los Angeles, (KLIX Kernels), to Theodore B. Creamer Adv., Hollywood. July 27 started using five stations in Los Angeles County in a four-week test campaign. A regional fall campaign is planned.

HOOD LAX Corp., New York (Intestinal bulk preparation), to Metropolitan Adv. Co., N. Y.

SELMA PRODUCTS, Hollywood (Ri-Muv hair remover), to Raymond R. Morgan Co., that city, to direct its national advertising. Started July 27 for 13 weeks on KSFO, San Francisco, with a five-weekly quarter-hour program.

BEL PAESE SALES Co., New York (Bel Paese cheese), to Philip Ritter Co., N. Y.

VADSCO SALES Corp., New York (Quinsana) to Lawrence C. Gumbinner, New York.

MISS CHARM SALES Co., New York, (external reducers) to Casper Pinsker Adv., New York. I. R. Gwirtz, account executive.

PETER DOELGER Brewing Corp., Harrison, N. J., to Leonard F. Winston, New York. Currently sponsors half-hour weekly show, *Mellow Melodies*, on WMCA, New York.

E. R. SQUIBB & Sons, New York (drug products), to BBDO, New York, for institutional advertising.

INDUSTRIAL TRAINING Corp., Chicago, to James R. Lunke & Associates, Chicago, its complete account including radio and trade publications.

Kirkendale to Agency

WILLIAM A. KIRKENDALE, for the last two years with Scripps-Howard Radio Inc., resigns effective Sept. 1 to become managing director of Interstate Advertising Agency, Cleveland. W. B. Dye, space buyer for the agency, has been promoted to commercial manager. Mr. Kirkendale during the last six months has been commercial manager of WMPS, Memphis, and before that was in charge of sales and production at WCPO, Cincinnati. James Hanrahan, Scripps-Howard vice-president, has shifted his headquarters to Memphis.

THE SECOND Midwest Broadcasting Conference will be held Dec. 1-3 at the Medina Athletic Club, Chicago, according to an announcement by Harold Kent, head of the Chicago Radio Council.

WALTER BIDDICK COMPANY
RADIO STATION REPRESENTATIVES
LOS ANGELES
SAN FRANCISCO
SEATTLE

KSFOCUS

Tribute to history, No. 1... We thought we'd show you here a picture of our first studios, way back in 1925, but we couldn't find one. Maybe it's just as well.

Tribute to history, No. 2... This is a composite photograph of all our other studios since that time. All pictures were taken at night without lighting effects. Maybe that's just as well, too.

Tribute to history, No. 3... Our new studios in the Palace Hotel are pretty swell, but they weren't finished in time to get pictures in this advertisement, so we posed pretty Patty Norman, late of Eddy Duchin's band, and now with KSFO's Jack Meakin, as his wife, on our new master control console. It's a very slick master control console . . . or have you noticed? See next month's KSFOcus for what goes with it.

KSFO

"THE AUDIENCE STATION"

SAN FRANCISCO

KSFO - Russ Building, San Francisco

560 KC...5000W day...1000W night

PHILIP G. LASKY, General Manager

National Representative:

FREE & PETERS, Incorporated

COLUMBIA BROADCASTING SYSTEM

Agencies

H. A. STEBBINS, Los Angeles manager of Erwin, Wasey & Co., has been appointed executive vice-president of the agency in charge of Pacific Coast operations. He succeeds the late Louis Honig, of San Francisco. Mr. Stebbins, a member of the firm for 20 years, will continue to make Los Angeles his headquarters.

PAT O'MALLEY, formerly account executive of KFWB, Hollywood, has joined Allied Adv. Agencies, Los Angeles.

MEL ROACH, production manager of Allied Adv. Agencies, Los Angeles, is in New York and Chicago. He returns Aug. 22.

FARAON JAY MOSS Inc., Los Angeles agency, has moved to new offices at 1112 Hilldale Ave., Hollywood. Firm, formerly known as Faraon Jay Moss & Associates, was recently reorganized and Ross Marshall elected president and general manager. Madeline Moss heads the radio department. J. H. Critser is in charge of production.

C. CHURCH MOORE, formerly general manager of Faraon Jay Moss & Associates, Los Angeles, and D. L. Frick, formerly production manager, have established their own agency under the firm name of Moore & Frick, with headquarters at 815 S. Hill St., that city.

LICHTIG & ENGLANDER, Hollywood film talent agency, has added a radio department and placed Sam Kerner in charge as manager. He was formerly on the production staff of Hixson-O'Donnell Adv., Los Angeles. Mr. Kerner is now in St. Louis conferring with executives of Gardner Adv. Co. on a proposed fall network program based on the "Jeeves" stories by P. G. Wodehouse.

SMALL Co., Hollywood talent agency, has moved to its own building at 8272 Sunset Blvd., Los Angeles. Robert Braun heads the radio department.

MIKE NIDORF, vice-president of Rockwell-O'Keefe, talent agency, has taken charge of the West Coast offices headquartered in Hollywood. He will supervise radio along with other departments.

N. H. PUMPIAN, radio director of Henri, Hurst & McDonald, Chicago, married Miss Bee Weston of Spencer, Ind., Aug. 4.

SIDNEY GARFINKEL Adv. Agency, San Francisco, on Aug. 1 moved to larger quarters in the new Central Tower. Ancil Johnson, formerly with the *San Francisco Call-Bulletin*, has been added to the staff as production manager.

KENNETH WEBB, New York radio executive of BBDO, is in Hollywood on a three-week trip.

LANG-WORTH
planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

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LANG-WORTH FEATURE PROGRAMS

420 Madison Ave. New York

GUESTS of Bing Crosby, John U. Reber (left), executive vice-president in charge of radio, J. Walter Thompson Co., New York, and Thomas H. McInnerney president of National Dairies, that city, planed into Hollywood July 29 as guests of the crooner for opening of Del Mar Turf Club of which Bing is owner. National Dairies formerly sponsored the *Sealtest Sunday Night Party* on NBC. Firm is also the parent organization of Kraft-Phoenix Cheese Corp. which sponsors *Kraft Music Hall* with Bing on NBC-Red. While in that city Mr. Reber conferred with Danny Danker, manager of the agency's radio production department.

Belding Named V-P

DON BELDING, for 15 years associated with Lord & Thomas Inc., Los Angeles, has been appointed a vice-president, and also manager of the agency's office in that city. The appointment was announced by Don Francisco, newly-elected president, who on Oct. 1 takes over his new duties with headquarters in New York. Also appointed a vice-president was John Wheldon, for many years manager of the agency's San Francisco offices, who continues in that capacity. Belding, formerly a newspaper publisher, was first employed by the agency in 1923 and has been active in practically every phase of the business. During the last 10 years he has been particularly active in the Union Oil Co. and California Fruit Growers Exchange accounts.

Mr. Belding

HEVENOR ADV. AGENCY is the new name of DeRouville Adv. Agency, Albany, N. Y., recently bequeathed to Horace L. Hevenor by the late George S. DeRouville. Officers include Horace L. Hevenor, president and treasurer, Veronica N. Hevenor, vice-president, and Anne M. White, secretary.

WM. GANSON ROSE, Cleveland, has moved to the Terminal Tower Bldg.

BENSON & DALL, Chicago, has moved from 360 N. Michigan to 327 S. Lasalle St.; telephone Wabash 8435.

WILLIAM A. INGOLDSBY Co., Los Angeles, is now located in larger offices at 257 Werdin Place.

EDWARD L. SEDGWICK Co., Peoria, Ill., has moved its Chicago office to 333 N. Michigan Ave., tel. Franklin 0951, under management of Douglas M. Smith.

R. C. CAPLES, president of Caples Co., New York, was in Los Angeles in early August with E. F. Bader, West Coast manager of the agency. He also conferred with W. M. Jeffers, president of Union Pacific Railroad Co., in Sun Valley, Idaho. The railroad sponsors the weekly quarter-hour *Strange as It Seems* disc on 15 stations.

PATRICK SHANNON, former production director of KVOO, Tulsa, and later with Don Watts Adv. Agency, that city, has joined Caples Co., Chicago, as account executive.

JAMES FONDA, Lord & Thomas, Hollywood producer, married Margaret Brayton, radio actress, July 29 in Santa Ana, Cal.

ROBERT CORENTHAL has resigned as assistant to Mr. B. M. Reiss, Reiss Advertising Inc., New York, effective Aug. 15, to become advertising manager of the Terminal Radio Corporation, 80 Cortlandt St., New York.

TOM REVERE, New York vice-president of Benton & Bowles in charge of radio, is in Hollywood to line up fall network shows for the agency's clients. He will confer with William Baker, West Coast manager, who was to return to Hollywood Aug. 15 after a fortnight in New York.

MRS. FLORENCE BRUCE, former partner of Bruce & Paine Adv. Agency, New York, has joined the Wright Personnel Service Agency to specialize in radio, advertising, publicity and editorial placements.

EASTERN STATES Adv. Agency has been formed at 71 W. 45th St., New York, with Edward B. Gotthelf, formerly head of his own agency, as president, and Jack Rauch, who was president of Vox Co. of Advertising, as secretary and treasurer.

WILLIAM L. O'BRION, for two years time and space buyer of Kimball, Hubbard & Powel, New York, on Aug. 1 assumed a similar position with Bowman & Columbia, New York.

ROBERT C. WILSON Jr., formerly radio director of Maxon Inc., New York, has joined Wilson, Powell & Hayward, New York talent and production agency, as manager of the radio department. Robert Allison Jr. succeeds him at Maxon.

KENNETH B. CARNEY, for several years program manager of NBC, San Francisco, sailed Aug. 4 for Honolulu where he has been named radio director for Bowman-Holt-McFarlane-Richardson Ltd.

MAJ. EDWARD C. FLEMING, formerly with several railroads and at one time in the U. S. diplomatic corps, has been elected vice-president of Grace & Bement Inc., Detroit agency, and will serve as consultant on organization procedure and on public and industrial relations.

EDWARD DUKOFF Associates, New York, has been appointed to handle all trade paper publicity for the Yankee and Colonial networks. Jay Goldsen, formerly with M. B. Zwerick, political publicity firm, has joined Dukoff as copy chief.

B-S-H Staff Changes

PERSONNEL changes of Blackett-Sample-Hummert, Chicago, include the following: John C. Jensen has resigned from the radio department to join New York Export Agency; Marvin Harms, formerly of Young & Rubicam, has been named account executive of Procter & Gamble (Dreft) replacing Gene Bannvart who has not announced his plans; George McGivern has been promoted as assistant to Tom Milligan on the Procter & Gamble account; Jack Loucks has been named chief space buyer with George Stanton as his assistant.

Reps

JOHN BLAIR & Co. has taken over the representation of KGMB, Honolulu, and KHBC, Hilo, which closed their San Francisco office Aug. 1. L. D. West, San Francisco manager, has joined offices with Lindsay Spight, the Blair partner in that city.

LINDSEY SPIGHT, San Francisco manager of John Blair & Co., and Anne Director, radio time buyer of the Pacific Coast offices of J. Walter Thompson Co., were principal speakers at a symposium on "The Purchase and Sale of Radio Time" in Oakland, Cal., Aug. 2.

JACK SLATTER, Toronto, recently appointed eastern Canadian exclusive representative of CFRN, Edmonton, CFCN, Calgary, and CFQC, Saskatoon, recently visited the three stations to study their markets and conditions in Alberta and Saskatchewan provinces.

JOSEPH HERSHEY McGILLVRA, Chicago, has been appointed exclusive national representative of KRKD, Los Angeles.

JOHN LIVINGSTON, formerly Los Angeles manager of International Radio Sales, has succeeded J. Leslie Fox as Pacific Coast manager of IRS and will divide his time between San Francisco and Los Angeles. Livingston will headquarter at KEHE, Los Angeles, and KYA, San Francisco.

WIS, WCSC in 3-Year Free & Peters Contract

CLAIMED to be the longest non-cancellable contracts in national representation, three-year contracts have been signed with Free & Peters, by G. Richard Shafto, president of WIS, Columbia, S. C., and John M. Rivers, president of WCSC, Charleston, S. C.

In commenting on the new contracts Mr. Shafto and Mr. Rivers said that all phases of the radio industry need stabilization now more than ever before, and that long-term representation contracts make for greater stability. James Free, of Free & Peters, said he was gratified with the voluntary action by WIS and WCSC being convinced that as time goes on there will be more and more long-term agreements "because this will not only have a stabilizing effect on the national representative picture but will create such confidence that both the station and the representative will reap benefits of loyalty and morale."

Texans Aid Cause

TEXAS radio stations have assisted materially in raising funds for the flood sufferers of the recent high waters at San Saba, Texas. When flood was at its height, KGKO, Fort Worth, sent portable equipment and John Rosser, public events man, to flood area for first-hand flood broadcast. WFAA, Dallas, has broadcast numerous gratis spot announcements, urging contributions to be sent to the American Red Cross. Most recent sign of whole-hearted cooperation came Aug. 8 when the facilities of the Texas Quality Network, comprising four stations, were donated to the cause. W. Lee O'Daniel, who recently won the Democratic nomination for governor of Texas in a sensational radio campaign, made the appeal.

NEW $100,000 studios of WFBR, Baltimore, will occupy the entire second floor of the new Radio Center, being built by Morris A. Mechanic, Baltimore theatre operator, on East North Ave. The new building, affording 18,000 square feet of floor space for WFBR studios and offices, will also house the Center Theatre. Construction will be finished late in November, and WFBR expects to be occupying its new quarters shortly after Thanksgiving.

WFBR PLANS NEW QUARTERS

Will Occupy Entire Floor of New Building About Thanksgiving; No Windows in Plans

WFBR, Baltimore, will occupy new studios, estimated to cost about $100,000, in the modernistic Radio Center, which will also house the new Center Theatre, being built on East North Ave., Baltimore, by Morris A. Mechanic, president of the New Theatre. Construction is expected to be finished late in November.

The WFBR studios, to cover the entire second floor of the building —with 18,000 square feet for studios and offices—were laid out and planned by W. A. Clarke, NBC manager of technical service, under supervision of O. B. Hanson, chief engineer of NBC. Armand Carroll, Philadelphia architect, has been commissioned to draw the plans and supervise construction. Actual construction work will be done by Carl W. Schmidt, Baltimore contractor.

No Windows at All

The Radio Center will have an impressive facade, with a neon-illuminated central tower. The grand foyer will be thickly carpeted and walls paneled in striking detail. Corridors of the entrance lobby will be used to display advertisers' products. Five studios are provided, four with individual control booths, and a master control room using the most modern equipment. All the studios will incorporate the latest developments in floating soundproof construction, lighting and air conditioning. RCA control equipment will be used.

Studio "A", largest of the five, will be 56x32 feet, with a 20-foot ceiling, and will accommodate an audience of about 200, with a large observation booth for clients. Studios "B" and "C", both 20x30 feet, will be used primarily for small combination musical programs and playlets. Studio "D", 13½x14 feet, will be used for transcription programs and speakers. Studio "E", 16x14 feet, will serve as a combination speaker and audition studio.

Built entirely without windows, the studios and offices will be completely air-conditioned and artificially illuminated. In addition to the studios, the new quarters provide space for an artists' lounge, and offices for station executives, sales department, program manager, musical director, production men, continuity writers, engineers, announcers, news room, director of women's programs and special events. Space will also be provided for a musical library, cutting of recordings, and a shop for maintenance and repair of technical equipment.

The expansion program, based on WFBR's recent CP for a power boost by the FCC to 5 kw. day and 1 kw. night, also provides for construction of a new transmitter. Although bids have been received, no contracts have been let, and definite plans for the new transmitter house and equipment have not been made public.

Flood Defied by KNEL To Serve Brady Victims

DURING heavy rains around Brady, Tex. recently, Brady Creek swelled to flood stage and drenched the KNEL transmitter. On the fourth day of rain, with water rising into the plant, Engineer Marion Crawford and Announcers John Sloane, Forest Cox, and Pel Jarvis, and Clinton Newlin, commercial manager, raised the transmitter off the floor to keep the station on the air.

However, the Brady power plant later was flooded, cutting off power to KNEL, and forcing the station off the air. Another power line, running about 600 feet from the transmitter, was spliced in by Omer Holland, a lineman who waded through water to connect the plant with the 2300 volt hot line. Within three hours after being off the air, KNEL returned and broadcast reports on flood conditions, with a grounded antenna, since the water had risen two feet up the regular antenna.

TRANSCRIPTIONS

NATIONAL Transcription Recording Co., recently formed, has opened offices in Hearst Bldg., San Francisco. Ray Lewis, account executive with KFRC, San Francisco for the last two years, and before that with KJBS, KQW and KGGC, has been named general manager of new company. The firm has secured the transcription rights on the program *I Want a Divorce*, currently sponsored in the West on NBC by Sussman & Wormser Co. (S & W Fine Foods).

LIST of transcription companies licensed by Music Publishers' Protective Association, published in BROADCASTING, Aug. 1, should have included E. V. Brinckerhoff & Co., New York, which was omitted through an oversight on the part of MPPA and will be included on their future lists.

WILLIAM R. CARLSON and Henry K. Parnes now represent R. U. McIntosh & Associates, North Hollywood transcription concern, in the Midwest and are headquartered in the Drake Hotel, Chicago. Lawrence O'Connell and Edward J. Samuel have taken over the New England territory and have established offices at 175 State St., Springfield, Mass.

HOLLYWOOD Radio Productions, has been organized in Hollywood with temporary headquarters at 729 3/10 N. Western Ave. Recording equipment manufactured by C. C. McDonald, that city, has been installed and firm will build and transcribe programs. McDonald is also technical director of the firm, which is headed by E. R. Rood as general manager.

AMERICAN RADIO FEATURES, Los Angeles, has prepared audition transcriptions of *Tailspin Tommy* and *Judge Puffle*, from the newspaper strips of the same name.

R. U. McINTOSH & Associates, Hollywood, is producing and cutting a 65 episode, quarter hour feminine appeal show, *Green House*, written by Eleanor Thompson, Hollywood writer. The firm has started a library service.

ALLEN - ALSOP - EDDY Radio Recording Corp., New York, has opened an affiliate office in Ottawa, Ont., to handle the firm's Canadian business. L. L. Booth is in charge.

CHARLES MICHELSON now represents Mertens & Price, Los Angeles production concern in the East, with offices at 545 Fifth Ave., New York. C. E. Meredith is no longer associated with the Los Angeles concern.

CHICAGO division of RCA Mfg. Co. began making musical recordings in early August for the first time in a year and five months. Under its three-month trial license with AFM, it is understood that the RCA plant will increase considerably its output of recordings. First platters turned out under the new agreement were for the Beatrice Creamery Co., Chicago, which on Aug. 19 starts an half-hour weekly disc series titled *Meadow Gold Roundup* for its Meadow Brook ice cream and butter, featuring Francis X. Bushman on WCAE and KLZ. Lord & Thomas, Chicago, is agency.

STANDARD RADIO, Chicago, is releasing its mid-August dance selections in four groups, including Hawaiian tunes, quartet arrangements by the Royal Rogues, Jo Stafford vocalizing with the Bluestone Swing Salon Quintet and Chester Gay in swing on the electric organ.

NEWSPAPER cartoon rights to the *Charlie Chan* series have been sold by Irving Fogel & Associates Inc., Hollywood, to the McNaught Syndicate, New York, with art work to be done by Alfred Andriola.

Prospects for Spot This Fall Are Bright

Schedules Running Late, Survey Reveals

(*Continued from page 13*)

ful summer one agency executive explained the prominence of spot broadcasting during the recession by saying, "Radio is a good depression media, and spot is the most economical use of radio."

Spot placements on Canadian stations have gained slightly despite the fact that Procter & Gamble has replaced its spot with a network show, according to Weed & Co., representative firm. Considerable new spot business for foreign language stations is being placed this fall by Chicago agencies, and in addition to mail order accounts Mexican stations have acquired general advertising through Chicago agencies.

DETROIT

The general attitude in most Detroit advertising agencies for radio this fall—and all other media as well—is one of watchful waiting. Worried by a local employment drop to figures close to those of 1933, these agencies are at present burrowed deep in conservatism and are waiting to see the extent of the anticipated rise in fall business before they recommend widening expenditures to their clients.

Spot radio appears to be finding favor in many space and time buyers' eyes because it is sufficiently flexible to be extended or curtailed in rapid order. However, no commitments of any importance are being made, although at least one important agency stated its belief that its spot business this fall—no small proposition at any time—is expected to equal the total for last autumn.

The biggest spot splurge of the year in the Detroit agencies comes, as usual, when the new automobiles are introduced. Thousands upon thousands of spots are scheduled by the auto agencies and companies to ballyhoo the introduction of the forthcoming models. Although schedules are not going to be completed this year until the last possible moment, in order to gauge better the extent of the market, there is every reason to believe that the spot radio end of the introductory promotions will equal previous years.

Soon to Begin

This introductory copy will be first heard, from present indications, as early as the last part of August. Introductions of one or two makes may come by the first of September, but no wholesale tide of presentations will be forthcoming until the latter part of next month. On this basis, therefore, there is no reason to expect any volume of time orders from the agencies effective before the middle of September.

Automobile introductions this fall will be about the same time as was the case last year, although the New York show will take place two weeks later. On this basis, the possibility was voiced by one time buyer that the spot campaigns might be more spread out this year than last, to keep enthusiasm as high as possible right from the time of the introductions until the National Show and the localized shows.

Spot copy for the car makers may be expected to be more "alive" than it was last year. In contrast to the 1938 presentations, the forthcoming new cars will bear definitely important design changes which will make apt subject matter to talk about and drum up interest. But the solidity and continuation of original announcements will not be determined until the cars are presented and initial reactions figured. Caution will prevail, regardless of anticipations.

LOS ANGELES

ALTHOUGH the recession has had marked effect on the West Coast market during the last six months, Pacific Coast agency executives and time buyers are optimistic about prospects for fall and winter. In the opinion of many the next 60 days will see a decided increase in the use of spot radio by many national and regional advertisers.

It is the concensus of agency executives that the country is definitely on its way out of the recession and advertisers realizing it are more buoyant. They are gradually loosening their purse-strings, and will give radio a goodly share.

Broadcasters, station representatives, transcription producers, program builders and others in the business of broadcasting on the Pacific Coast are of that opinion too. Like the agency men, they declare a prosperous fall and winter is in store for radio and state that many national and regional advertisers have signified their intentions to use spot broadcasting extensively for various campaigns this fall. No particular trend was predicted—live and transcribed announcements, quarter-hour transcriptions and live talent shows will be used—all depending upon the need, they declared.

Besides returning to the networks many advertisers plan to supplement this with special spot campaigns on the West Coast, and nationally too. Other advertisers will have two or more West Coast network programs and in addition use spot radio in selected markets. It was pointed out by agency executives that many advertisers are seasonal and conduct only short campaigns. In many cases they too will increase coverage to include more stations and a wider market. Several accounts will double spot coverage on the Pacific Coast.

An influx of radio advertisers who have never before used that medium is in prospect. A few will devote their entire budgets to radio in fall and at the first of the year branch out to include other media along with broadcasting.

Extensive spot and transcribed announcements, and quarter-hour transcriptions, augmenting live talent programs on local stations, will swell the volume of spot business in the Los Angeles area.

Optimism Abounds

Two national agencies, placing West Coast accounts nationally, stated that spot broadcasting has proved so effective for certain of their clients that current transcribed campaigns scheduled to end this month will be continued through the year and plans for expansion are being discussed. Similar reports were made by Los Angeles agencies who are placing regional campaigns. One agency reported that two of its regional accounts are planning to go national by mid-September, using spot announcements and transcribed quarter hour programs in selected markets.

"Our heavy use of spot broadcasting during the past year is the best answer to queries about our attitude on that subject," said Ray Morgan, head of Raymond R. Morgan Co., Hollywood advertising agency and program builders.

He pointed out that with desirable network time at a premium for fall and winter business, more and more spot radio will be used nationally. "Prospects for fall are excellent and we are looking forward to a very busy season," he said.

David Hillman, president of Hillman-Shane Adv. Agency, Los Angeles, primarily a regional agency, stated that more spot radio will be used this fall by clients of his agency than in the past.

"Our clients are increasing their radio appropriations and making elaborate plans for fall," he said. "In some instances budgets have been increased as much as 50% over that of last year. Some of our clients who have never before used radio are including that medium in their fall program."

Ted Dahl, account executive of Allied Adv. Agencies, Los Angeles and San Francisco, concurs with Mr. Hillman that fall will see a decided increase in the business of broadcasting. "General business conditions are improving," he said. "Along with it advertisers are learning how to make radio more profitable. I feel certain that it is going to be a good fall and winter for radio. Many of our regional and local clients are increasing their radio appropriations."

Radio budget increases of from 25 to 50% over that of last year, are being made by many clients of Stodel Adv. Co., Los Angeles, according to Ed Stodel, who heads the agency.

Alvin Wilder, head of the Los Angeles agency bearing his name, says that radio is an indispensable media and that his clients will use more spot this fall than in previous months.

MAJOR MARKET Spot Stations, new plan of station representation, was explained to a group of New York advertisers, agency executives and broadcasters Aug. 4 at a luncheon given by William G. Rambeau (lower left), originator of the idea. Those present included: Reggie Schubel, Biow Co.; Bernice Judis, WNEW; Dorothy Cocks, Lehn & Fink; Frank Smith, John Walker, Robert Donnelly and C. A. Wiggins, General Foods Corp.; Hugo Bell, Lehn & Fink; Fred Kammer, Street & Finney; Ralph Robertson, Colgate-Palmolive-Peet; V. E. Carr, Ward Baking Co.; Fred Cartoun, Longines-Wittnauer Co.; Charles Silver, Arthur Rosenberg Co.; Blayne Butcher, Lennen & Mitchell; Walter Neff, Neff-Rogow; Edward Stewart, Benton & Bowles; Herman Bess, WNEW; Don Higgins and Gary Rand, *Time*; Bruce Robertson, BROADCASTING; George Ramel, *Tide*; Myron A. Elges, Allan W. Kerr, also Wm. G. Rambeau Co.

Time buyers of J. Walter Thompson Co., Los Angeles, expressed the belief that business in general is picking up and as a result advertisers are more confident in the future, and will use more radio, spot as well as network. This opinion was also expressed by account executives of Lord & Thomas, that city, who also prophesied a good season for spot radio.

Gene Ramsey, executive of Chas. H. Mayne Co., was optimistic and stated that many clients of that agency will continue their present schedule for the time being, but others were planning fall spot campaigns. He said that a better feeling exists generally, and with business on the upward climb, more spot radio will definitely be used.

Other account executives interviewed were just as enthusiastic; many frankly stated that their clients were undecided on fall plans and were watchfully waiting, but as a whole Southern California agencies predicted that this fall will be one of the busiest for radio. This optimism was expressed almost without a single discordant note.

SAN FRANCISCO

From every perspective the radio picture in the San Francisco metropolitan area gives an indication of being a rosy one during the latter portion of 1938. The consensus of agency time buyers, station managers and sales managers is that the broadcasting business will enjoy its most fruitful season this fall and winter.

Some agency executives went so far as to state this fall would top all past sales records for air sponsorship. All those interviewed were extremely optimistic and in many instances were readying more shows this year than ever before.

From present indications San Francisco once again will come into its own as the point of origin for any number of regional network broadcasts. As far as could be ascertained no new transcontinental shows are planned, but a considerable amount of production will be done for NBC, CBS, Mutual-Don Lee and California Radio System.

Many radio sponsors have already increased their budget for broadcasting or are planning such a move in the next few months. Some accounts have increased their air time from 10 to 300%. Robert Davis, San Francisco manager of Allied Advertising Agencies, stated that 10 of the retail accounts his agency handles here will show a minimum increase in radio advertising in the fall of 25%. Of this 40% will be spot announcements and 60% studio programs.

Caryl Coleman, radio director of Botsford, Constantine & Gardner, who has been in radio here for more than 10 years, forecast San Francisco's best fall in history. His agency, he stated, probably will double the amount of radio shows it had on Coast networks last year.

Rufus Rhoades & Co., one of the most recent to add a radio department, was enthusiastic about the upturn in the broadcasting business. Richard Holman, radio executive, stated the company would have a definite increase this fall both in spot announcements and programs. Several accounts placed through this agency are planning to increase their radio time, he stated.

Hassell Smith, San Francisco manager of Long Advertising Service, one of the city's biggest time buyers, likewise forecast a record-smashing fall season. A number of his radio clients, he stated, plan an increase in time, others now dormant will return to the air and a number of first-timers are currently being groomed for broadcasting.

"Business is definitely looking up in radio," said Walter Burke, radio executive of McCann-Erickson in commenting on the prospects for the autumn season. Standard Oil Co. of California, major account, is in its 11th year of radio advertising and most of the other accounts which are spread over stations in the West are either continuing "as is" or adding to their budget for radio. In addition other new shows are in the offing.

A record fall for radio was also foreseen by Marigold Cassin, radio time buyer of Erwin, Wasey & Co. "All of the advertisers we currently have on the air will remain on," she said, "and in addition some of the others who dropped radio are coming back. It looks like a great windup in 1938 for radio."

CANADA

While most autumn and early winter radio campaigns will not be signed until late August, practically all Canadian advertising agencies believed this autumn will be a good one for radio. The least optimistic stated that this season's campaign will be on a par with last year, and a large number of time buyers stated that time is going to be hard to obtain on most Canadian stations during the next few months. Woe to the advertiser who leaves his radio campaign off too long, opine these agency executives, for that advertiser is going to find that time will be hard to buy during the best hours of the day.

The early summer has not been good with broadcasting stations, but as if overnight the latter part of July saw a change in the advertisers' view, and agencies were swamped with inquiries about radio campaigns and survey services to make surveys of various sections of the Dominion. A number of advertisers who have never tried radio are now working on plans for national coverage and a number of big advertisers in other media have started or are planning test programs in key cities. Radio is to be used this year as a supplement to newspaper advertising by several national advertisers, according to one leading agency executive.

Many fall radio campaigns are not settled in July or even early August because national advertisers wait for the reaction of the Canadian National Exhibition at Toronto. This fair, the world's largest annual exhibition, celebrates its Diamond Jubilee this year from August 26 to Sept. 10, and according to its attendance, the interest its exhibits arouse in the Canadian public, which attends two million strong during the two weeks, Canadian advertisers to a certain extent gauge their fall campaigns. Every important advertiser exhibits at the C. N. E.

The bumper grain harvest expected in the Canadian West this year accounts for the optimistic reports from many agencies, and the early booking by a number of advertisers who would ordinarily wait till late August but are booking early this year to get preferential time placements. An idea of how tight time is going to be in the West this autumn is given by H. C. Skinner, manager of the Winnipeg office of Norris-Patterson, who states: "We can definitely inform you that the bookings over all stations in Western Canada are the best in the history of the business. Some of the larger stations have not at the moment a single spot to sell . . . . The excellent crop prospect is entirely responsible, and we anticipate all forms of advertising including newspapers, to jump all advertising schedules for late 1938 and 1939."

Some Recession Noted

While Canadian business in general has not felt the severe setback noticeable in the United States during the early part of 1938, there has been a slight decline in business. Now that business is better across the international border, Canadian business should improve. What happens in the United States follows in Canada, with less severity as a rule. Latest Dominion Bureau of Statistics survey shows the trend of economic conditions averaging slightly higher, and the number on relief down 31% from a year ago, speaking well for employment conditions which have been ahead of a year ago except for June which showed a slight drop.

The Canadian Broadcasting Corp. expects as many network shows as during the past winter when it began importing United States network shows. It has already booked for September and October six American originating network shows which have been off during the summer in Canada, though some of them were running in the United States. All Canadian originating network shows have not yet been booked, but three are definitely on for revival in the autumn.

Many Canadian advertising agencies are averse to announcing plans of their clients until the programs are on the air or a few days previous, being unwilling even to give names of their clients and whether or not they will use radio. But all state they have numerous shows in the planning stage or have contracts about to be signed, or radio campaigns already signed.

What They Think

Opinions of agency executives include:

Don Henshaw of A. McKimm Ltd., Toronto office—"There is a definite trend to radio. We have a number of new accounts, and expect our radio placements will be close to 40 per cent ahead of last year."

C. W. McQuillan of Cockfield-Brown & Co., Toronto office—"Business prospects are very good. Time will be scarce on many stations."

T. J. Henry of N. W. Ayer & Son of Canada, Toronto office—"Radio will be hot this fall, with business prospects very good."

G. A. Phare of R. C. Smith & Son, Toronto—"There will be a big fall and winter in radio in Canada. 1938 has so far been better than last year, and we expect a bigger

July Network Billings Decline 6.3%; Seven-Month Billings 4.2% Over 1937

COMBINED billings for the coast-to-coast networks for July showed a loss of 6.3% when compared with those for the same month last year, the totals being $4,493,175 for July, 1938, and $4,797,320 for July, 1937. For the seven-month period of the year, however, 1938 billings are 4.2% ahead of last year, with combined cumulative billings for Jan.-July inclusive 1938 totaling $42,440,323 as compared with $40,714,312 for the same seven months of 1937.

July's drop under last year's figure is due to a decrease of 31.2% in CBS billings, which dropped from $1,988,412 in July, 1937 to $1,367,357 in July, 1938. This was more than enough to offset NBC's gain of 9.3%, from $2,707,450 in July last year to $2,958,710 for this July, and Mutual's 64.7% gain from $101,458 last year to $167,108 this year. Despite this large percentage decrease, July, 1938, was the second best July in CBS history, surpassed only by July, 1937.

All Show Increases

Cumulative totals for the year to date show all network billings ahead of last year's. NBC's advertising billings for this period have risen from $22,655,557 in 1937 to $23,982,384, a gain of 5.9%. CBS, with $16,948,652 so far this year is compared with $16,791,677, has a gain of 0.9%. MBS shows $1,509,287 for 1938 to date, 19.1% ahead of last year's $1,267,078. With all signs pointing to the best fall in network history, there is now no doubt that 1938 will pass all previous years in network revenue, even if August should follow July in showing a decrease as compared with last year.

Gross Monthly Time Sales

	1938	*% Gain over 1937*	*1937*
NBC			
Jan.	$3,793,516	7.1%	$3,541,999
Feb.	3,498,053	6.1	3,295,782
March	3,806,831	5.3	3,614,283
April	3,310,505	1.0	3,277,837
May	3,414,200	6.2	3,214,819
June	3,200,569	6.6	3,003,387
July	2,958,710	9.3	2,707,450
CBS			
Jan.	$2,879,945	21.1%	$2,378,620
Feb.	2,680,335	18.4	2,264,317
March	3,034,317	18.5	2,559,716
April	2,424,180	—5.4	2,563,478
May	2,442,283	—4.6	2,560,558
June	2,120,235	-14.4	2,476,576
July	1,367,357	-31.2	1,988,412
MBS			
Jan.	$ 269,894	26.3%	$ 213,748
Feb.	253,250	9.0	232,286
March	232,877	—5.9	247,431
April	189,545	—5.3	200,134
May	194,201	25.6	154,633
June	202,412	72.4	117,388
July	167,108	64.7	101,458

business this fall than during the early part of this year."

R. R. Faryon of the Toronto office of Lord & Thomas of Canada —"Radio will be greater than ever before. We have two new campaigns, one of which is new to radio, and a revival of a couple of old radio accounts. In Montreal we have two new radio accounts. Spot broadcasting will be extended in volume."

Miss Betty McCracken of J. J. Gibbons, Toronto office—"More surveys and investigations are being made by advertisers than ever before. Prospects are good."

Miss F. M. Wright of A. J. Denne & Co., Toronto—"Radio prospects are better than last year. A number of advertisers will start signing around August 15, the Canadian National Exhibition being a factor in appropriations. United States business conditions will reflect in Canadian radio advertising."

G. H. MacDonald of Richardson & MacDonald Adv. Service, Toronto—"We expect a pretty heavy fall and winter in radio in Canada. Advertisers are now all conscious of radio. We have found that children's periods are now nearly all filled up on numerous Canadian stations."

E. M. Putnam of Ronalds Adv. Agency, Montreal office—"We do not care to make any statement regarding the radio advertising outlook at the present time except to say that we expect that all our present contracts will be renewed."

D. S. Grow of Grow & Pitcher Broadcasting Agencies (transcriptions), Toronto office—"Our radio business is double that of last year and going up definitely. We have signed up two new advertisers, one with coast-to-coast schedule and the second to cover two provinces."

N. P. Colwell of Joseph Hershey McGillvra, Toronto—"The change from non-exclusive to exclusive station representation early this year has changed the outlook of the advertising agencies towards radio, and prospects look better than ever."

H. G. Gonthier of the Montreal office of Vickers & Benson Ltd., states—"The outlook for 1938-39 is exceptionally bright. Conditions could be better but there is more confidence in every branch of business and a better and more philosophical attitude on life on the part of the masses."

BIG Industries! Payrolls!

Advertisers over WAIR often express amazement at the quick, constant response from listeners. WAIR is a sales producer if there ever was one.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Plans of Spot Advertisers for Autumn and Winter

Acme Feeds, Forest Park, Ill.

Will continue Sept. 1 with six weekly spot announcements varied with 15-minute discs and live stock quotations on WIRE WOWO WHIO WLS WIBA KATE WHO for 52 weeks. Stations may be added to the list during the fall months. K. E. Sheppard Adv. Agency, Chicago, is agency.

Acme White Lead & Color Works, Detroit

Will use spot to supplement its series featuring *Smilin Ed McConnell* on 28 NBC-Blue stations. Henri, Hurst & McDonald, Chicago, is agency.

Aero Industries Technical Institute, Glendale, Cal.

This aircraft school is planning a national campaign using spot announcements in selected territory. Agency is R. H. Alber Co., Los Angeles.

Albers Bros. Milling Co., Seattle

Will continue throughout the fall with *Good Morning Tonite* over six NBC-Red network stations on the Pacific Coast. Contract was recently renewed. Account handled by Erwin, Wasey & Co., San Francisco.

Alkine Laboratories, New York

On Oct. 3 will start participation in *Hollywood Sound Stage*, five days weekly on WHN, New York. Agency is H. M. Kiesewetter, New York.

American-Chiffon Co., Chicago

Now using spot test for silk hosiery on WWVA and plans a spot campaign for fall. First United Broadcasters, Chicago, is agency.

American Cranberry Exchange, New York

Confines its advertising of Eatmore cranberries to the late fall and early winter holiday season, and is expected to follow its habit of previous years and use spot announcements and participation in domestic science programs on a number of stations in November and December, placed through BBDO, New York.

American Home Products Co., Newark

Using *Easy Aces* transcriptions on about 35 stations in addition to NBC-Blue, for Anacin. Plans to continue this schedule without change. Agency is Blackett-Sample-Hummert, New York.

American Laundering Institute, Joliet, Ill.

This cooperative institute will soon start a test in the Cleveland area and plans to use spot on a probable national basis during the fall. BBDO, Chicago, is agency.

American Molasses Co., New York

Will use cooking school participation on one or two stations. Agency is Chas. W. Hoyt Co., New York.

American Products Co., Cincinnati

For its household products will use 15-minute disc series four times weekly on a national basis, stations and time to be selected. Presba-Fellers & Presba, Chicago, is agency.

American Tobacco Co., New York

Last winter used about 60 stations for a spot announcement campaign for Lucky Strike and may start similar schedules this fall. Agency is Lord & Thomas, New York.

Armstrong Cork Co., Lancaster

Has renewed *The Heart of Julia Blake*, WBS transcription series for linoleum, on 20 stations, through BBDO, New York.

Anglo-California National Bank, San Francisco

Will carry on through the fall with its currently pretentious list of spot announcements over KYA, San Francisco and KROW, Oakland, which call attention to its automobile finance department. All the major automotive dealers in the San Francisco Bay district, who are clients of the bank's finance department, are given joint space on the spot announcements to advertise their particular makes of autos. The agency is McCann-Erickson, San Francisco.

Arcabe Inc., New York

Will start *Your Escort & Mine*, featuring Brick Holten and Al and Lee Reiser, on WJZ, New York, Wednesdays and Fridays, 9:30-9:40 p. m., for toiletries. A spot schedule may be started later in the fall. Agency is White-Lowell, New York.

Bank of America, San Francisco

Recently renewed its live talent program *House of Melody* over 12 stations of the Mutual-Don Lee network in California. The agency is Charles R. Stuart, San Francisco.

Barney's Clothes, New York

Will continue programs and spot announcements on five local stations. Agency is Alvin Austin Co., New York.

Beatrice Creamery Co., Chicago

For its Meadow Gold ice cream and butter will start a half-hour weekly disc series Aug. 19 on WCAE and KLZ featuring Francis X. Bushman in a show titled *Meadow Gold Roundup*. Lord & Thomas, Chicago, is agency.

Bauer & Black, Chicago

Will use spot this fall on an undetermined number of stations. Agency is Blackett-Sample-Hummert, Chicago.

Bell & Co., Orangeburg, N. Y.

Will use one-minute announcements five or six times weekly on a small list of stations in a test campaign for Bell-Ans indigestion remedy, placed by Anderson, Davis & Platte, N. Y.

Dr. Bell Wonder Medicine Co., Kingston, Ont.

Starts in October with thrice-weekly transcriptions for 26 weeks on CBL, Toronto, CKY, Winnipeg, CFNB, Fredericton. Transcriptions prepared by Dominion Broadcasting Co., Toronto.

Bell-Brook Dairy Co., San Francisco

Plans to continue throughout the fall season with its juvenile amateur show *Uncle Harry's School Days* on KYA five days a week. The agency is Long Adv. Service, San Francisco.

Benrus Watch Co., New York

Using spot announcements, time signals and station breaks on 15 stations east of the Mississippi, and will add to the list before the end of the year. Agency is Brown & Tarcher, New York.

Berry Bros., Montreal

To renew programs which ran this past season for from 6 to 13 weeks over CHSJ, St. John, CHNS, Halifax, CFCO, Chatham, CFAC, Calgary for paint. Agency is Ronalds Adv. Agency Montreal.

Best Foods, New York

Will use five-minute news programs on a large list of stations for Nucoa, Hellman's mayonnaise. Over 200 stations were used last year for one-minute transcriptions. Agency is Benton & Bowles, New York.

Beverwyck Breweries, Albany

Considering a campaign of quarter or half-hour programs along the eastern coast, especially in New England and New York. Account is handled by Peck Adv. Agency, New York.

Blue Dew Corp., Buffalo

Plans to start advertising in Canada this autumn over a number of Ontario stations. Type of program or number of stations not yet decided. Agency is Ellis Adv. Co., Toronto.

Boericke & Runyon, San Francisco

Will continue its transcribed musical program on KSFO throughout the fall on behalf of Eopa products (medical), which is broadcast twice weekly. Howard E. Williams Agency, San Francisco, handles the account.

free! Yes, it's Ready!

YOU can have for the asking a new 32-page book showing the *most startling survey* in Chicago Radio History, field intensity surveys and data that prove these stations *America's greatest publicity investment!*

WGES-WCBD-WSBC

Chicago

KATE

250 WATTS
1420 KC

Studios and equipment that are the envy of many older and more powerful stations—a listening audience that is large and loyal—and a territory that ranks at the top in cash income and general prosperity. May we prove to you the value of KATE for carrying your advertising message?

ALBERT LEA BROADCASTING COMPANY
E. L. Hayek, Pres.
Albert Lea, Minn.

Studios in

Albert Lea and Austin

MINNESOTA

Blue Suds Mfg. Co., Detroit

Has been and will continue to follow an irregular schedule of spot announcements over Detroit stations. Agency is Whipple & Black Adv. Co., Detroit.

Borden Co., New York

Pioneer Division's ice cream has been participating in WOR's *Uncle Don* daily since early March, and has been using spot announcements on the same station; will go off at the end of the season. Radio advertising will be resumed next spring. Agency is Pedlar & Ryan, New York.

Borden's Dairy Delivery Co., San Francisco

Plans to continue throughout the autumn its three daily newscasts by John B. Hughes titled *Borden's Last Minute News* on KFRC, KFBK and KMJ, San Francisco, Sacramento and Stockton respectively. Client is particularly enthused over results obtained and there is possibility more time may be purchased this coming season. Account placed through McCann-Erickson, San Francisco.

Bowey's Inc., Chicago

On Oct. 5 will start *Terry & the Pirates*, quarter-hour disc series for Dari-Rich, on five Midwestern stations. The campaign may be expanded during the fall. Stack-Goble Adv. Agency Inc., Chicago, is agency.

Bowman Dairy Co., Chicago

Will continue *Musical Clock* series on WGN, Chicago, during the fall with possible expansion. J. Walter Thompson Co., Chicago, is agency.

M. J. Breitenbach Co. New York (Pepto-Mangan)

Will use spot announcements on 80 stations through the winter. Agency is Morse International, New York.

Bristol-Myers Co., New York

Will continue its three noon news periods weekly on WOR, Newark, for Minit-Rub, placed through Young & Rubicam, New York.

Has used transcribed announcements on four stations during the summer months and will leave the air in the fall to return next year with a similar schedule for Mum deodorant. Agency is Pedlar & Ryan, New York.

Bristol Co. of Canada, Toronto

Renews *Clair Wallace's Tea Time Topics*, five weekly on CFRB, Toronto, for Sal Hepatica, Mum. Expected to renew Ingram's Shaving cream program over CFCF, Montreal, CKCO, Ottawa, CFPL, London and CKWX, Vancouver, which ended in July. Agency is Ronalds Adv. Agency, Montreal.

Brocton Wine Cellars, Brocton, N. Y.

Planning a spot campaign for its Peerage wines and grape juice in a selected list of eastern cities, programs to be either local live shows or transcriptions. Agency is Peck Adv. Agency, New York.

John Brown Colleges of Cal., Los Angeles

Currently using six weekly half-hour educational talks on KFOX, Long Beach, Cal., and a similar program on KMPC, Beverly Hills, Cal., each week, will continue same through fall. Expansion plans not decided upon. Lisle Sheldon Adv. Agency, Los Angeles, has account.

Buick Motor Co., Flint, Mich.

Used around 100 stations last year for spots announcing 1938 models, and although plans are not yet completed for 1939 is expected to schedule spots again. Meanwhile will probably continue practice of furnishing dealers with copy for outlet-sponsored time. Agency is Arthur Kudner, Detroit.

Low Cost Radio Advertising:

WFBR offers national advertisers the choice of several

SUCCESSFUL PARTICIPATION PROGRAMS

Programs with a ready-built following and tested appeal offer a short cut to the national advertiser with a limited budget:

"Everywoman's Hour"
Half Hour, Monday through Friday

Ralph Power's "Morning in Maryland" Program
6:30 to 9 A. M. Monday through Saturday

"Dinner Rhythms, PART I"
6:30 to 6:45 P. M. Monday through Saturday
Featuring Ralph Powers and Transcribed Music

"Dinner Rhythms, PART II"
7:40 to 8 P. M. Monday through Saturday
George Van Dorn and his Red Network Broadcasting Orchestra

(Announcements on the two above programs interchangeable)

For rates and details, address WFBR, Baltimore or Edward Petry & Co.

IN BAL[illegible] THEY L[illegible] TO—

WFBR

National Representatives: EDWARD PETRY & CO. NEW YORK · CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

Self-Locking Tilting Head

Cannot be Acoustically Overloaded

MULTI-UNIT
Dual Diaphragm
MICROPHONE

An outstanding achievement in microphone construction for night club and public address installations. Maximum amplification without feedback. Cannot be acoustically overloaded. Made in two models. MU-2 constructed with two dual diaphragm crystal units using four small diaphragms. MU-4 uses four dual diaphragm crystal units and eight diaphragms. Black and chrome. Complete with three-prong interchangeable locking connector and 25-ft. cable.

LIST PRICES

MU-2 $29.50 MU-4 $39.50

ASTATIC
Microphone Laboratory, Inc.
Dept. 0-10 Youngstown, Ohio
Licensed Under Bush Development Co. Patents

ASTATIC

Brown & Williamson Tobacco Corp., Louisville

For Avalon cigarettes is using *Plantation Party*, half-hour transcribed series, which will probably expand nationally. Stations recently added are KPRC WGBI WHP WFBG WBRE. Others carrying the series are KPO KNX KOMO KOA KOIN KHQ KSL. The program is broadcast live on WLW and WGN. Russell M. Seeds & Co., Chicago, is agency.

Will continue with no major change its schedule of news and sports programs on some 20 stations for Avalon cigarettes and Big Ben tobacco, as well as its recently started variety show on WNEW, New York, from 11 to 12 nightly. Agency is BBDO, New York.

W. K. Buckley Ltd., Toronto

Will increase twice weekly live talent shows over CFRB, Toronto, which have been running all summer to five weekly in autumn, and use transcribed spots over 32 other Canadian stations during the autumn and winter months for proprietary products. Agency is Tandy Adv. Agency, Toronto.

Bulova Watch Co., New York

Now using time signals on 148 stations and will continue to add to the list. Agency is the Biow Co., N. Y.

Bunte Bros., Chicago

For its candies will use spot this fall, probably on a national basis. Erwin, Wasey, Chicago, is agency.

Calavo Growers of California, Los Angeles

Will use participation and home economics programs, supplementing this with day time spot announcements in selected markets. Campaign date has not been set, it depending upon maturity of the avacado crop. Agency is Lord & Thomas, Los Angeles.

Dr. W. B. Caldwell, Monticello, Ill.

Will start *Monticello Party Line*, five weekly transcriptions, Sept. 26 on about 45 stations in a national campaign. Cramer-Krasselt Co., Milwaukee, is agency.

California Fruit Growers Exchange, Los Angeles

With $1,000,000 to spend for exploitation of oranges and lemons, will continue present five-weekly half hour transcribed *Sunkist Time* and weekly 30-minute recorded *Bay Detective* series on 18 stations in Canada and United States through fall. Spot announcements and participating programs will probably be used for its products division. Agency is Lord & Thomas, Los Angeles.

California Fruit Products, Hollywood

Will participate in home economic programs in selected markets in a fall and winter campaign, to start probably in September. Recently used five-minute transcribed commercials on KSCJ, Sioux City and KGKO, Fort Worth, in a test. Gerth-Knollin Adv. Agency, Los Angeles, has account.

California Pension Plan, Hollywood

Now using four-weekly half-hour talks on 5 California Broadcasting System stations (KFWB, KERN, KMJ, KWG, KFBK) and also on KMTR, Hollywood and KYA, San Francisco. Will continue through Nov. 8 with new stations being added to the list. Cinema Adv. Agency, Los Angeles, has account.

California Walnut Growers Assn., Los Angeles

Will use a transcribed musical program in a special test campaign starting in early October. Major markets will be used, with placement through Lord & Thomas, Los Angeles.

Dr. F. E. Campbell, Los Angeles

Using daily spot announcements and quarter-hour programs on six Southern California stations, has increased his radio appropriation more than 20% for fall and winter. Will add more stations to list starting in September. Allied Adv. Agencies, Los Angeles, has account.

Canada Starch Co., Ltd., Montreal

Starts three weekly transcriptions in September on CKY, Winnipeg, CJIC, Sault Ste. Marie, CFCH North Bay, CJKL, Kirkland Lake, CKGB, Timmins, and continues transcriptions on CBM, Montreal. Sports broadcasts on CKSO Sudbury and CKAC Montreal, continue. Hour amateur show weekly starts September 1 on CKCH, Hull. Spelling bee starts Oct. 8 on CKAC, Montreal, and CHRC, Quebec. Agency is Vickers & Benson, Montreal.

Canada Dry Ginger Ale, New York

Will continue its widespread use of local programs, chiefly news, placed through J. M. Mathes, New York.

Canadian Fur Trappers Corp., New York

Will use about 10 stations in the east for programs and announcements. WNEW, New York, is now carrying 7 quarter-hours and 18 spot announcements a week. The business was placed direct by the company through Sam Dornfeld.

Canadian National Carbon Co., Toronto

Continues till end of year with one minute dramatized spots over 15 western Canadian stations for Eveready batteries. Adds 4 northern Ontario stations to list with one minute dramatized spots in September. Agency is Clark E. Locke, Toronto.

Cardinet Candy Co., Oakland, Cal.

Now using the NBC-Red network in the West featuring Hal Burdick in the *Night Editor* and plans to remain on the air throughout the remainder of the year. Because of time conflict may have to make a change, but that is indefinite at present. Also will place spot business throughout various sections of the East, using transcribed versions of *Night Editor* —a 15-minute show. Account placed through Tomaschke-Elliott, Oakland.

Carter Medicine Co., New York

Will continue its one-minute announcements on a large number of stations across the country for Carter's Little Liver Pills, through Street & Finney, New York, and Spot Broadcasting, New York.

George W. Caswell & Co., San Francisco

The oldest continuous radio advertiser in the West is off the air for the time being. No definite plans for a return. The agency is Long Adv. Service, San Francisco.

Chalybeate Mfg. Co., San Francisco

Plans to continue throughout autumn with its present series of spot announcements on KRFC and is considering increasing its radio time. Account handled through Rufus Rhoades & Co., San Francisco.

Miss Charm Sales Co., New York

Planning an announcement campaign for its reducing cream to start in September, using six announcements daily on small stations in upstate New York. Agency is Casper Pinsker, New York.

Chevrolet Motor Co., Flint, Mich.

Now using 196 stations for its *Musical Moments* program, on a one-a-week basis. Earlier this year around 350 stations were scheduled at one time, and expectations are that a rise may come after the present curtailed summer schedule is completed at the end of this August. Expectations are also that the introduction of the 1939 models in the fall may bring the usual considerable number of spot announcements on a nationwide basis. Agency is Campbel-Ewald Co., Detroit.

Childs Restaurants, New York

Will continue three programs weekly on WOR, Newark. Agency is Blackett-Sample-Hummert, New York.

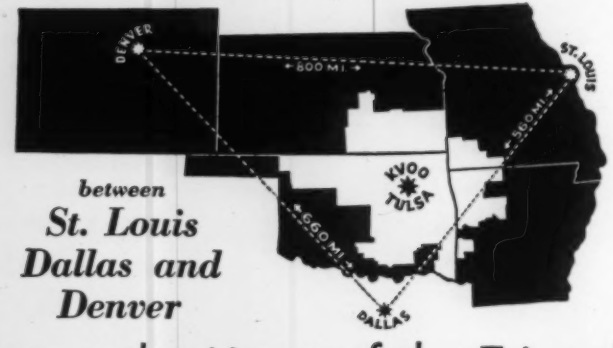
Chilean Nitrate of Soda, New York

Last year the company used quarter-hour transcriptions on about 10 southeastern stations; the same number will be used this fall for a half-hour program. Agency is O'Dea, Sheldon & Canaday, New York.

China Kiln, Detroit

Using spot announcements over almost all Detroit stations. Agency is Whipple & Black Adv. Co., Detroit.

THE MOST
POWERFUL
STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

WBNS
COLUMBUS

ALL YOU NEED IN CENTRAL OHIO!

John Blair & Co.
Representatives

1000 WATTS NIGHT
5000 WATTS DAY

Christian American Crusade, Los Angeles

Will continue its present six-weekly quarter-hour talks on KFOX, Long Beach, Cal., and KMPC, Beverly Hills, Cal., and in mid-September add other California stations to the list, using transcribed as well as live talent programs. Agency is Uhl Service Adv., Los Angeles.

Chrysler Corp., Detroit

Last year made available spot recordings for Chrysler dealer use at time of new car announcement, and likely will follow same procedure this fall, although definite decision has not yet been made. No factory spot program contemplated. Agency is Lee Anderson Adv. Co., Detroit.

Clorox Co., Oakland, Cal.

This company will continue using spot announcements throughout the fall on one Chicago station. It is problematical whether it will increase its time at the present. Account placed by Erwin, Wasey & Co., San Francisco.

Cluett Peabody & Co. of Canada Kitchener, Ont.

Will start in fall quarter-hour program in key cities from coast to coast. Agency is Cockfield Brown & Co., Toronto.

Coast Federal Savings & Loan Assn., Los Angeles

Currently using spot and five-minute commercials on KFI, that city and KNX, Hollywood; will continue present schedule through fall and in January increase its Southern California coverage with additional stations. Elwood J. Robinson Adv. Agency, Los Angeles, has account.

Colgate-Palmolive-Peet Co., Jersey City

Quarter-hour, weekly musical show for Halo shampoo now on WTAM and WMAQ will expand in the fall on a possible national basis. Benton & Bowles-Chicago, is agency.

Plans to use some one-minute announcements for Palmolive Soap and dental cream. *Myrt & Marge* for Supersuds and *Hilltop House* for the soap are heard on six stations by transcription in addition to CBS and the California Radio System. Agency is Benton & Bowles, New York.

For Colgate tooth powder the quarter-hour series titled *Stepmother* will continue on a CBS network throughout the summer. It is understood that the *Dale Carnegie* series on NBC-Red for Colgate shaving cream which left the air July 9 will return in the fall. Benton & Bowles, Chicago is agency.

Coca-Cola Co., Atlanta

Sponsoring *Singin' Sam* transcriptions on about 102 stations, will continue the program and add to the list. Agency is D'Arcy Adv. Co., St. Louis.

Commercial Credit Co., Baltimore

Now using a dramatic program, *It Happened So Quick*, on WBAL, Baltimore, will expand to about 50 stations, via transcription. Agency is O'Dea, Sheldon & Canaday, N. Y.

Commercial Milling Co., Detroit

Inactive at this time and plans for future uncertain. Earlier this year used participating time in women's programs over WJR, WTAM and KDKA. Agency is Karl G. Behr Adv. Agency, Detroit.

Consolidated Cigar Corp., New York

Will continue use of announcements on four stations, and may add, through Erwin, Wasey & Co., New York.

Conti Products Co., New York

Planning a fall schedule of spot announcements on about six stations for soap and creams. Agency is Bermingham Castleman & Pierce, New York.

PASSES AN EXAM
Mrs. Dalberg Wins Honors On Quiz Program

MRS. TAMARA DALBERG, wife of Examiner Melvin Dalberg of the FCC, answering all but part of one question in the *Umbrella Court* quiz program on WRC, Washington, easily won top honors over five other contestants in the Aug. 9 program. Sponsored by the *Washington Post* with questions based largely on news items appearing in that newspaper, the program has been a highly successful promotion feature for several months. It takes its name from the fact that the questions, prepared by members of the newspaper's staff, are taken from an inverted umbrella. An audience watches the program in the WRC-NBC Washington studios.

Consolidated Drug Trade Products, Chicago

Will use a big national spot campaign during the fall with its advertising appropriation about the same as 1937 when it is said to have spent $1,250,000, with radio getting four-fifths of the business. Benson & Dall, Chicago, is agency.

Continental Baking Co., New York

Will use local women's programs and spot announcements on ten or more stations, through Benton & Bowles, New York.

Crowell Publishing Co., New York

Will continue its *Jean Abbey* and *Carolyn Price* local live programs on 16 stations, through Geyer, Cornell & Newell, N. Y.

Currier's Tablets, Los Angeles

Used a weekly quarter-hour live talent program on 10 Pacific Coast Don Lee network stations during spring and early summer, and is now planning a fall campaign. The former series will probably be resumed and in addition spot announcements and live talent programs will be used on approximately 20 other Pacific and intermountain stations as new territory for its product is opened. General Adv. Agency, Inc., Los Angeles, has account.

Josephine Culbertson Cosmetics, New York

Will use radio this fall, though plans are indefinite. Agency is Gussow, Kahn & Co., New York.

Cosray Cosmetics, Los Angeles

Used participating programs locally in spring as a test and is planning an extensive regional campaign to start in Sept. Stations and type of program to be used has not as yet been decided upon. Agency: Heintz, Pickering & Co., Los Angeles.

Foster Dack, Toronto

Now running weekly transcriptions for Mecca Ointment on CFRB, Toronto, which may be extended as was the case last spring to over 10 other Canadian stations. Agency is A. J. Denne & Co., Toronto.

D'Arrigo Bros. Co., Boston

Will resume its participation in Alfred McCann's *Pure Food Hour* on WOR, Newark, this fall for Andy Boy broccoli, placed through Neff-Rogow, New York.

Harry Davis & Associates Los Angeles

With offices in several Southern California cities, for its optical department is using six-weekly 10-minute and quarter-hour news broadcasts on KFOX, Long Beach and KRKD, Los Angeles, in addition to a weekly half-hour studio program on KFSD, San Diego. Will increase schedule on Sept. 1 adding more stations. Wesley Agency, Los Angeles, has account.

R. B. Davis Co., Hoboken, N. J.

Will use one-minute transcribed dramas twice daily, daytime and evening, five days a week, on about 30 stations for a fall campaign for Cocomalt to begin Oct. 3, placed through J. M. Mathes, New York.

Will use cooking schools on 15 stations, through Chas. W. Hoyt Co., New York, for baking powder.

Day & Night Heater Co., Los Angeles

Has been using daily time signals and spot announcements on 7 Pacific Coast and midwest stations and will substantially increase its activity during fall, adding stations to the list as new markets are opened. Agency is Hixson-O'Donnell Adv., Los Angeles.

Deisel-Wemmer-Gilbert Corp., Detroit

Now sponsoring *News Comes to Life* drama for 30 minutes weekly over WJR and WGAR. Spot plans for fall not yet completed. Agency is Brace Beemer, Detroit.

D. L. & W. Coal Co., New York

In addition to its network broadcast on MBS *The Shadow* will be heard via transcription on five stations, through Ruthrauff & Ryan, New York.

He could only afford a rowboat before CKAC sent his company's sales skyrocketing!

CKAC, Montreal (Canada's Busiest Station)

COOL Silently

AIR CONDITIONED BEDROOMS AT WASHINGTON'S MODERN HOTEL

Assure Healthful Sleep and Escape From All Outside Noises

Restaurants Lobbies Public Assembly Rooms Also Made Delightfully Comfortable By The Quiet Flow Of Fresh, Washed Air

Naturally Ventilated Bedrooms and Suites On Every Floor, If Preferred

Single Rooms from $4
Double Rooms from $6
All with bath, of course

The Air Conditioned MAYFLOWER
WASHINGTON, D. C.
E. L. FORBES Manager
NEW YORK OFFICE
521 Fifth Avenue MUrray Hill 2-2360

R. U. Delapenha & Co., N. Y.

Begins twice weekly participation in *Gretchen McMullin's Cooking School* on WNAC, Boston, and WEAN, Providence, in September, to advertise Hartley's Marmalade. Gotham Adv. Co., New York, is in charge.

D. L. & W. Coal Co., Buffalo

Running two weekly 15 minute sketches on CKAC, Montreal. Agency is Vickers & Benson, Montreal.

Denalan Company, San Francisco

Has found its radio spot announcements on KFRC and KFWB in California particularly successful for dental plate cleanser and plans to increase its radio time and number of stations considerably during the fall. Rufus Rhoades & Co., San Francisco is agency.

DeSoto Motor Corp., Detroit

Believed planning to use spots over considerable list of stations for 1939 model announcements. Agency is J. Stirling Getchell, Detroit.

Detroit Creamery Co., Detroit

Is continuing sponsorship of *Green Hornet* series over WXYZ, Michigan Radio Network and WSPD. Agency is N. W. Ayer & Co., Detroit.

Detroit White Lead Works, Detroit

Skits building up to commercial plugs are being used in around 20 cities in transcription form. Agency is Simons-Michelson Co., Detroit.

Dodds Medicine Co., Toronto

Continuing through fall and early winter with spot campaign over stations throughout Canada, varying from three times weekly to daily. Agency is A. J. Denne & Co., Toronto.

Devoe & Raynolds Co., New York

Wadsworth-Howland & Co., Malden, Mass., and Peaslee-Gaulbert Co., Louisville, paint-manufacturing subsidiaries, will use announcements and five-minute programs on a total list of about 40 stations next spring. Agency is J. Stirling Getchell, New York.

Dodge Clothes, New York

Now using 12 spot announcements weekly on KRKD, Los Angeles and plans to add other Southern California stations this fall. Advertising Arts Agency, Los Angeles, has account.

Peter Doelger Brewing Corp., Harrison, N. J.

Advertising its beer with a weekly half-hour evening variety show, *Mellow Melodies*, on WMCA, New York, placed direct.

Durkee Famous Foods, San Francisco

Dropped live talent show for the summer but plans to return with another production either in September or October on one of the Pacific Coast networks. Used 12 stations on CBS Coast chain in Spring. May increase that number when they return to the air. Network not chosen yet, nor is type of show. Account placed through Botsford-Constantine & Gardner, San Francisco.

Eastern Nu-Enamel Co., New York

Will continue its participation in Martha Deane's program on WOR, Newark, and may use announcements on other stations in New York and New England. Account is handled by Neff-Rogow, New York.

Eastern Wine Corp., New York

Planning use of programs on a few local stations. Alvin Austin Co., New York, is agency.

Dr. Edwards' Olive Tablets, Columbus

Will use spot announcements on 15 or 20 stations, starting early in the fall, through Erwin, Wasey & Co., New York.

Electric Appliance Society of Northern California, San Francisco

Radio is an important factor in the periodic advertising campaigns conducted throughout the year by this organization. Approximately the same amount of air time will be used this fall as last, with the possibility of a slight increase. Account placed thru Jean Scott Frickelton, San Francisco.

J. C. Eno (Canada) Ltd., Toronto

Will use daily five times weekly transcribed spots throughout autumn over 20 Canadian stations. Agency is Tandy Adv. Agency, Toronto.

Esquire Inc., Los Angeles

Newly organized and will use radio almost exclusively, utilizing a group of Southern California stations to introduce New Yorker brand of beverages in that market. On Aug. 1 started for 13 weeks' participation six times weekly in Housewives Protective League on KNX, Hollywood. Hillman-Shane Adv. Agency, Los Angeles, has account.

Euclid Candy Co., San Francisco

Recently renewed for its fourth 13-week period over six stations of the CBS on the Pacific coast, its live talent show featuring Knox Manning, commentator. Has found radio an excellent medium for merchandising its product. Account handled by Sidney Garfinkel Adv. Agency, San Francisco.

F & F Laboratories, Chicago

Will use spot only on a national basis this fall for its cough lozenges on about 25 stations, time and programs not yet selected. Program titled *Jennie Peabody* used last year on 44 CBS stations will not be renewed this season. Blackett-Sample-Hummert, Chicago, is agency.

F. & M. Schaefer Brewing Co., Brooklyn

On Sept. 14 will resume program on WEAF, New York, featuring Leo Reisman's orchestra. No other radio is planned. Agency is BBDO, New York.

Fellows Medical Mfg. Co., New York

Will use station break announcements on some 35 or 40 stations, coast to coast, to advertise its proprietaries, through Nelson-Gilliam Associates, New York.

Fels & Co., Philadelphia

Continues its use of foreign language announcements for Fels-Naphtha soap, using announcements in Polish and Jewish on WEBR WGES WPEN WBNX. Agency is Young & Rubicam, New York.

•

News

is your best bet

TRANSRADIO

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Firestone Tire & Rubber Co., Akron

Will continue its *Voice of the Farm*, quarter-hour WBS transcriptions, twice weekly on about 80 stations in farm areas. Agency is Sweeney & James Co., Cleveland.

Fischer Baking Co., New York

Continues its seven quarter-hours weekly on WOR, Newark, sponsoring four morning broadcasts of Transradio news and three afternoon broadcasts of *Women in the News*, placed through Neff-Rogow, New York.

Fitzpatrick Bros., Chicago

Currently using *Meet the Missus* on 5 stations for Kitchen Klenzer and Automatic Soap Flakes. May expand this fall with no network planned. Neisser-Meyerhoff, Chicago, is agency.

Flexo Glass Co., Chicago

Will use a group of Midwestern stations in a fall spot campaign consisting of participations and transcriptions; number of stations undetermined. Presba, Fellers & Presba, Chicago, is agency.

Florida Citrus Commission, Orlando, Fla.

Will use spot announcements on 50 stations in August, through Ruthrauff & Ryan, New York.

Foley & Co., Chicago

Fall spot campaign is planned for Pine Tar & Honey cough remedy and for Vitabuilt tablets on 10 stations in the Midwest and East using announcements, five-minute discs, five and 15-minute live shows. Lauesen & Salomon, Chicago, is agency.

Ford Motor Co., Detroit

Has not completed new model introduction campaign plans, but may follow practice of earlier years in scheduling large number of spot announcements when 1939 car announcements are made. Agency is N. W. Ayer & Co., Detroit.

Peter Fox Brewing Co., Chicago

Presently using 15-minute, seven-weekly impersonation show featuring *Bill Anson* following baseball on WGN, Chicago, and after the baseball season plans to start a half-hour show featuring Anson on WGN and two other stations yet to be chosen. Schwimmer & Scott, Chicago, is agency.

Fox West Coast Theatres Corp., Los Angeles

A consistent user of spot announcements and quarter-hour transcribed programs, has increased its radio appropriation 50% over that of last year and on Sept. 1 will start its fall campaign using Los Angeles stations. Hillman-Shane Adv. Agency, Los Angeles, has account.

Frankenmuth Brewing Co., Frankenmuth, Mich.

Sponsored *Arabian Hour* over quarter-hour periods on WXYZ earlier this year, but has no radio plans at present. Agency is Drum Agency, Detroit.

Friars of St. Christopher's Inn, Graymoor Monastery, Garrison, N. Y.

Will continue the weekly *Ave Maria Hour*, dramatized lives of the saints, on about 150 stations by transcriptions in addition to the live program on Inter-City network to aid in their work in rehabilitating homeless men. Placed direct.

Friskies Dog Food Co., Seattle

Off the air during the summer but will return in the fall with a transcribed drama program over a number of stations in the West. There is a possibility that radio time will be considerably increased. The agency is Erwin, Wasey & Co., San Francisco.

Gallenkamp Stores Co., San Francisco

Now in the second year over the NBC-Red network stations on the Pacific Coast with its *Professor Puzzlewit*. Has had such satisfactory "cash-in" results from radio that it may increase radio budget for the fall and winter. Account placed through Long Adv. Service, San Francisco.

Gas Appliance Society of California, San Francisco

A periodic user of radio, this organization plans at least two extensive air campaigns this fall. The first campaign will stress the modern new gas ranges and the second other gas appliances. Approximately 20 stations in California will be used in each campaign, which will include spot announcements and 5 and 10 minute transcribed announcements. The radio budget calls for approximately the same expenditure as last fall. Account placed through Jean Scott Frickelton, San Francisco.

Gebhart Chili Powder Co., San Antonio

Will continue daily spot announcements on WIOD and KARK and will use a spot series on one Chicago station this fall. Grant Adv. Agency, Chicago, is agency.

Gemma Packing Co., New York (Gemma oil)

Using three quarter-hours weekly on WBIL, New York, to run for 52 weeks, placed direct.

General Baking Co., New York

Will use a few children's programs this fall for Bond bread. Agency is BBDO, New York.

General Brew Co., San Francisco

Will continue spot announcements and time signals on nine stations in the West and is at present considering an increase in its radio time. McCann-Erickson, San Francisco is agency.

General Dry Batteries of Canada, Toronto

Started in August with daily dramatized spots over 14 western Canadian stations, to run for three months. Agency is A. McKimm, Toronto.

General Electric Co., Schenectady

For its keyboard touch radio which requires no aerial or ground connections, will use spot radio this fall. Plans are now in the works and no details are available. Agency is Maxon Inc., New York.

General Foods Corp., New York

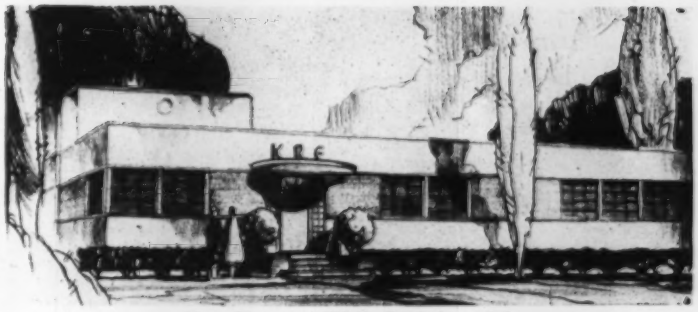
Plans to use participating programs on two stations, through Young & Rubicam, New York, for Birdseye Frosted Foods.

Planning a schedule of one-minute spot announcements for Certo. The list is not complete. Agency is Benton & Bowles, New York.

General Mills, Minneapolis

Will continue sponsorship of Pacific Coast League baseball games over a group of stations in California, Oregon and Washington until the conclusion of the season in the late fall. Account placed through Westco Adv. Co., San Francisco.

Plans use of spot to supplement its one-hour, five-weekly program on a split NBC-Red and Blue network now broadcasting *Betty & Bob, Arnold Grimm's Daughter, Valiant Lady, Hymns of All Churches*. The quarter-hour five-weekly disc series, *Those Happy Gilmans*, now on about 30 stations for Korn Kix breakfast food, will be expanded in the fall. Korn Kix is also sponsored on WGN, Chicago, in a test campaign that may be extended nationally. Program is titled *Curtain Time*, a half-hour Friday evening dramatic series. The *Jack Armstrong* series for Wheaties will continue in the fall on about 20 NBC-Red stations. Blackett-Sample-Hummert, Chicago, is agency.



New Home of KRE, Berkeley, Cal.

General Motors of Canada, Toronto

Will renew starting September national network commentator *Beverly Baxter* by shortwave from London, England, which was discontinued during the summer months. Agency is MacLaren Adv. Co., Toronto.

Gilson Mfg. Co., Guelph, Ont.

Starting with weekly *Queer Quirks* show over CFRB, Toronto, for furnaces, washing machines, refrigerators, during the autumn and winter months. Agency is R. C. Smith & Son Ltd., Toronto.

Globe Investment Co., Los Angeles

With six offices in Southern California, is currently using 14 hours weekly on KEHE, that city and KFWB, Hollywood, and will add other stations to the list in fall, having increased its advertising budget. Agency is Stodel Adv. Co., Los Angeles.

Goodyear Tire & Rubber Co., Akron

Will use spot radio in the fall, on a dealer-cooperative basis. The business is placed direct.

Gordon Allen Ltd., Oakland, Cal.

At present using spot announcements and participating programs on various stations in the Pacific Northwest and in Southern California for Par soap, but is contemplating a network program on the Pacific Coast this fall. Agency is Tomaschke-Elliott, Oakland.

Gordon Baking Co., Detroit

Will sponsor live local programs throughout Michigan for its Silvercup bread. Agency is Young & Rubicam, New York.

Gospel Broadcasting Assn., Los Angeles

Has increased its radio activity, using transcribed programs on 15 stations nationally in addition to *Old Fashioned Revival Hour* on 35 Mutual-Don Lee network stations. Will substantially increase coverage with live talent and transcribed programs, to include approximately 75 stations during fall and winter. R. H. Alber Co., Los Angeles, has account.

Gray Remedy Co., Toronto

May extend in autumn news broadcasts now used several times daily over CKOC, Hamilton. Agency is Canadian Adv. Agency, Toronto.

Griffin Mfg. Co., Brooklyn

At the conclusion of its summer CBS program for shoe polish, will be off the air until late fall when local live programs will be started on a few stations in Florida. In February a spot campaign will start for the country at large. Agency is Bermingham, Castleman & Pierce, New York.

Grocery Store Products Sale Co., New York

Will start a midwestern spot campaign for Fould's macaroni this fall, using spot announcements and participating in domestic science programs. Agency is Ruthrauff & Ryan, New York.

Grove Laboratories, St. Louis

Will start an extensive announcement campaign for Bromo Quinine in the fall, using several announcements daily on about 70 stations from coast to coast. Agency is Stack-Goble Adv. Agency, New York.

Gruen Watch Co., Cincinnati

Will supply transcriptions for local placement by dealers for a fall campaign for Gruen watches, handled by McCann-Erickson, New York.

Guaranty Union Life Insurance Co., Beverly Hills, Cal.

Used from three to seven weekly, 5 and 15-minute live and transcribed news commentary and other types of programs on 75 stations nationally during the past year. Has doubled its radio appropriation for 1938-39 and will substantially increase list of stations during fall, concentrating mainly in California with an insurance agent tie-in. Will also continue with spot announcements on the Don Lee network morning news broadcasts. Stodel Adv. Co., Los Angeles, has account.

Gunther Brewing Co., Baltimore

Through Erwin, Wasey & Co., New York, is using sports and news programs, on WBAL, musical programs on WJSV and WFBR, and announcements on WCAO. The list may be expanded.

Hampden Sales Corp., New York

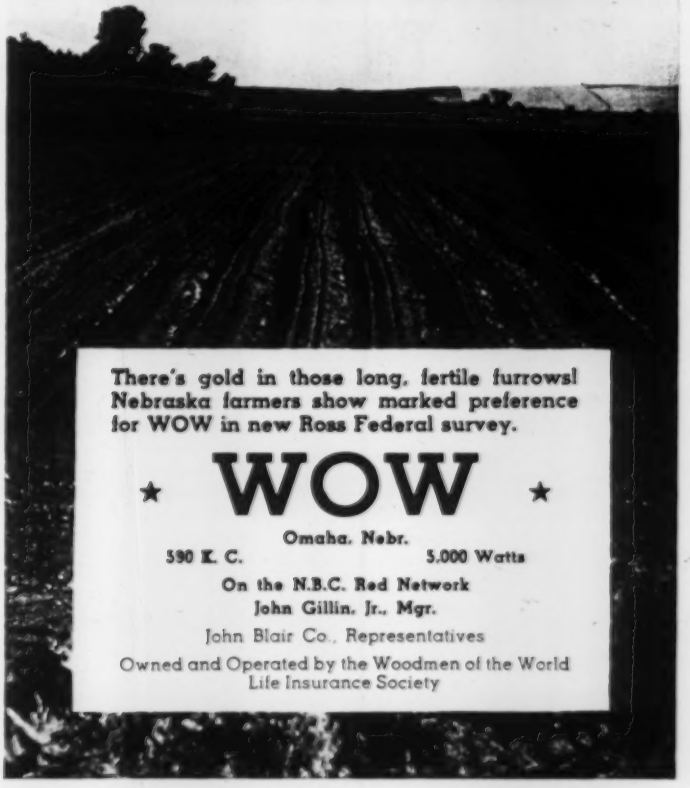
Will use participation programs on WAAB, Boston, and WIP, Philadelphia, for the early fall, and will change and expand its schedule as distribution of its Powd'r-Base is widened. Agency is Hudson Adv. Co., New York.

Harvey-Whipple, Springfield, Mass.

Will resume its last year's schedule of a quarter-hour live show, on WJZ, New York, and transcribed on WGY, Schenectady, and WBZ-WBZA, Boston, for oil burners. Willard G. Myers Adv. Agency, New York, is in charge.

KGMB
HONOLULU
KHBC
HILO
First in Coverage
First in Listener Preference
First in Advertising Volume
FRED J. HART, President
San Francisco Office, Californian Hotel
Representatives:
CONQUEST ALLIANCE COMPANY
New York, 515 Madison Ave.
Chicago, 203 N. Wabash
C. P. MacGREGOR
729 S. Western Ave., Hollywood

FERTILE FIELDS



There's gold in those long, fertile furrows! Nebraska farmers show marked preference for WOW in new Ross Federal survey.

★ **WOW** ★

Omaha, Nebr.
590 K. C. 5,000 Watts
On the N.B.C. Red Network
John Gillin, Jr., Mgr.
John Blair Co., Representatives
Owned and Operated by the Woodmen of the World Life Insurance Society

Hancock Oil Co., Los Angeles

Will continue its six-weekly 10-minute morning news broadcasts on KFOX, KFSD, KFXM and KERN through fall. Chas. H. Mayne Co., Los Angeles, has account.

Health Aids, Jersey City

Will continue its *Health in the Headlines* programs, live on WOR and transcribed on WFIL WAAB WGN WPRO and possibly add other stations for V-Bev, Serutan and the Journal of Living. Agency is Franklin Bruck Adv. Corp., New York.

Health Products Co., Newark

Will use announcements on 75 stations for Feenamint, and announcements on 30 stations for Dillard's Aspergum. Agency is Wm. Esty & Co., New York.

Hecker Products Corp., New York

Used one-minute transcriptions on 15 stations in the spring for cereal and will return about the same time next year. Agency is Erwin, Wasey & Co., New York.

Will continue its announcement campaign for Shinola, using 10 announcements weekly on WFAA WOAI KPRC WWL WBRC WIRE KMOX and 18 announcements weekly on WFBR, placed through BBDO, New York.

H. J. Heinz Co., Pittsburgh

Has been using transcribed programs for strained baby foods featuring Dr. Angelo Patri, child specialist, since the first of the year; will greatly increase the list in the fall. Agency is Maxon Inc., New York.

H. J. Heinz Co., Toronto

Starting new live talent show over CKLW, Windsor, which is to be recorded and used on transcriptions over a large number of Canadian stations this autumn and winter. Agency is J. J. Gibbons, Toronto.

H & H Cleaner Co., Des Moines

Will use spot this fall on an undetermined number of stations. John H. Dunham Co., Chicago, is agency.

Hemphill Diesel Engineering Schools, Glendale, Cal.

Used spot and five-minute dramatized transcribed announcements on approximately 15 stations nationally and will substantially increase list of stations during fall and winter. R. H. Alber Co., Los Angeles, has account.

Hickock Oil Co. Toledo

Will resume its five-weekly quarter-hour transcribed children's adventure series, *Black Flame of the Amazon*, on 10 midwestern stations in October, after a summer lay-off. Agency is TransAir Inc., Chicago.

Hirsh & Kaye, San Francisco

Optical firm currently not using radio time, but plans for a spot announcement campaign over a San Francisco station this fall. Has used radio in the past. Account handled by Long Adv. Service, San Francisco.

Hoffman Beverage Co., Newark

Will continue its late evening quarter-hour news broadcasts on WOR, Newark, for its sparkling soda and other beverages throughout the fall and winter, dropping its announcement campaign on a number of New York stations at the end of the summer. Agency is BBDO, New York.

George A. Hormel Co., Austin, Minn.

Will continue to advertise its canned foods with a daily quarter-hour program on WCCO, Minneapolis, placed through BBDO, Minneapolis.

Hydrox Corp. of Chicago

Used spot announcements in behalf of Hydrox Cola over WJR placed by Drum Agency, Detroit. Present plans unavailable.

Household Finance Co., Chicago

Using quarter-hour five weekly live spot programs to supplement its CBS network show *It Can Be Done* featuring Eddie Guest. Spot series may expand during the fall. BBDO, Chicago, is agency.

Hudson Motor Car Co., Detroit

An indefinite number of dealers and distributors are placing spot advertising in promotion of factory-sponsored brake tests in their cities during this period, but no factory-placed time is appearing nor is any contemplated for the immediate future. Agency is Brooke, Smith & French, Detroit.

Imperial Oil Ltd., Toronto

Will carry coast-to-coast network broadcasts of all major Canadian hockey games through the season as last year. Agency: MacLaren Adv. Co., Toronto.

Industrial Training Corp., Chicago

Is using five and 15-minute discs titled *The Camera Speaks* on 80 to 100 stations and plans to expand the list during the fall with a new program to be used. James R. Lunke & Associates, Chicago, is agency.

International Harvester Co., Chicago

Using one-minute live announcements thrice weekly on KDKA WTAM WGY KOA. Aubrey, Moore & Wallace, Chicago, is agency.

International Silver Co., Toronto

Will carry CBS show over 30 Canadian stations starting Sundays in October. Agency is Young & Rubicam, Toronto.

Jadwiga Remedies, Brooklyn

Has announcement schedules on WHN, WMCA and WINS, all New York, and plans to continue without change, for Flemex, Baby Flemex and Ready Rub. Advertising is handled by Klinger Adv. Agency, New York.

Jell-Well Dessert Co. Ltd., Los Angeles

Used participation programs and spot announcements in test campaign and on Aug. 1 started for 52 weeks a twice-weekly quarter-hour adventure serial, *The Green Hornet*, on three California Don Lee network stations (KHJ, KGB, KFXM), adding KFRC, San Francisco, to the list on Oct. 31. Agency is Lord & Thomas, Los Angeles.

Johns-Manville Corp., New York

Will continue its present schedule of five-minute transcriptions featuring Gabriel Heatter on about 10 stations. Agency is J. Walter Thompson Co., New York.

Jones Grain Mills, Los Angeles

A seasonal user of radio, in October starts a three months campaign on 10 California and Arizona stations, using five-minute transcribed commercials. Lisle Sheldon Adv. Agency, Los Angeles, has the account.

Jules Chain Stores Corp., New York

Will use quarter-hour programs on WNEW, New York; WAAT, Jersey City, and may also use radio in Buffalo and Louisville to advertise its food products. Agency is Klinger Adv. Agency, New York.

Klix Inc., Los Angeles

To introduce Klix Kernels, a toasted soy bean appetizer, is planning an extensive regional fall campaign. Has a test on 5 Southern California stations, using twice weekly participation in *Woman's Forum* on KNX; *Ann Warner's Chats With Her Neighbors* on KFI; and *Norma Young's Happy Homes* on KHJ. In addition is using 18 spot announcements weekly on KEHE and 6 weekly on KMTR. Agency is Theodore B. Creamer Adv., Hollywood.

Kellogg Co., Battle Creek, Mich.

Plans to use expanded spot campaign in the fall with possibility of network program for Corn Flakes. Currently using five and 10-minute transcription series of sports interviews on WTIC WCSH WJSV WCAO WHP WEEU WPTF WTAR WDBJ WSYR WGY WOKO WIBX WIRE WAVE WKRC WTAM WBNS WHIO WSPD KDKA WLEU WBBM WTMJ WDAF WIBW KFH WEBC WCCO WDAY KFYR WMT WHO WLW WDLW WBOW WJAX WIOD WFLA-WSUN WSB WFAA-WRAP KARK KWKH WJDX WMC WKY KVOO. Agency is J. Walter Thompson Co., Chicago, with Gene Fromherz time buyer.

E. L. Knowles, Springfield, Mass.

Will advertise Rub-Ine with a five-minute transcription, *Reporter of Odd Facts*, placed through O'Connell & Samuel, Springfield, three times weekly on WOR, Newark.

Chas. B. Knox Gelatine Co., Johnstown, N. Y.

Using participating programs on six stations, but expects to run the list up to 18 for fall. Agency is Kenyon & Eckhardt, New York.

Kraft-Phenix Cheese Corp., Chicago

Plans fall campaign of 20 and 30-word station break announcements in Des Moines, St. Louis, New York and the New England States for Oke-Doke cheese popcorn. In addition to *Kraft Music Hall* on NBC-Red, the firm plans a possible fall spot campaign for its miscellaneous products. J. Walter Thompson Co., Chicago, is agency.

Kress & Owen Co., New York

Considering a spot campaign for its Glyco-Thymoline proprietary, although no details have been settled. Peck Adv. Agency, New York, is in charge.

Krueger Brewing Co., Newark

Will continue its *Krueger News Reporter* three times a week on 8 stations of the Yankee Network. Agency: Young & Rubicam, New York.

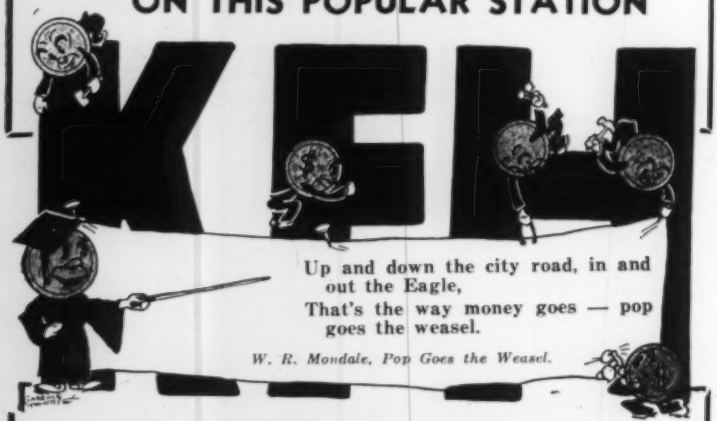
Lafer Bros., Detroit

Will use radio again starting probably in September, although complete plans have not yet been divulged. Used new program sponsorship over Michigan Radio Network until July. Agency is Charles A. Mason Adv. Agency, Detroit.

Lambert Pharmacal Co., St. Louis

Will continue the transcribed version of its MBS program, *True Detective Mysteries* on about ten or 12 stations to advertise Listerine shaving cream. Agency is Lambert & Feasley, New York.

DOLLARS "POP" SALES
ON THIS POPULAR STATION



Up and down the city road, in and out the Eagle,
That's the way money goes — pop goes the weasel.

W. R. Mondale, Pop Goes the Weasel.

*Down highway and byway—city road and country lane—all through the rich Wichita market—that's where your advertising money goes—to "pop" buying inertia for products advertised on KFH, the Voice of the Wichita Eagle.

KFH WICHITA • KANSAS
Basic Supplementary, CBS

National Representatives, Edward Petry & Co., Inc.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

Use WDRC!

Columbia Broadcasting System's recent survey shows WDRC has a regular listening audience in 23 densely populated counties in which the radio population is 4,782,460. Tell these prospects about your product!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

Lamont, Corliss Co., New York

Will use participating programs on about 8 stations, for Danya lotion, through J. Walter Thompson Co., New York.

In September will resume participation in cooking schools for Nestle cocoa. Twenty stations were used last year, through Cecil, Warwick & Legler, New York.

V. La Rosa & Sons, New York

Will return to WOR, Newark, in October for a six-month campaign for their macaroni products, sponsoring a half-hour weekly series featuring classical Italian singers. Agency is Commercial Radio Service, New York.

Lasto Products Co., Chicago

Now using spot announcements on WWVA and KMMJ for its "personalized permanent wave" and plans a spot campaign for fall. First United Broadcasters, Chicago, is agency.

Lea & Perrins, New York

Will use live spot announcements for its sauce in a national fall campaign on 30 stations beginning Sept. 26. Schwimmer & Scott, Chicago, is agency.

Frank H. Lee Hat Co., New York

Will use news and sports programs on either six or eight spot stations or a split network. Radio advertising will be limited to the East. Agency is Bermingham, Castleman & Pierce, New York.

Thos. Leeming & Co., New York

For Baume Bengue, will sponsor weather reports and announcements on 70 stations. For Pacquin lotion, one-minute announcements on 30 stations will be used. Agency is Wm. Esty & Co., New York.

Lehn & Fink Products Co., New York

Sponsored *Helen's Home* five days weekly on four stations of the Texas Quality Network during the past winter. Hinds Honey & Almond Cream expects to resume in the fall. For the company's Tussy cosmetics, spot announcements will be used in one or two cities. Agency is Wm. Esty & Co., New York.

Leslie Salt Co., San Francisco

Will carry on a spot announcement test campaign during the fall over a group of stations in Texas. Account placed through Erwin, Wasey & Co., San Francisco.

Lever Bros. Co., Cambridge, Mass.

Will continue use of chain-break announcements for Spry. The largest station list used last year was about 80. Agency is Ruthrauff & Ryan, N. Y.

I. Lewis Cigar Co., Newark

Using two quarter-hour sport summaries six days weekly and a Sunday evening five-minute period of baseball scores on WINS, New York, for Seidenberg and Flor de Melba cigars. Fall plans are uncertain. Agency is Milton Lewis Adv. Agency, Newark.

Libby, McNeil & Libby Co., Chicago

Will continue *Short Short Stories*, thrice weekly 15-minute disc series of adaptations from *Liberty* magazine, on WLW WCAU WMCA WLS KFBK KFWB KFOX KMJ KWG KERN WHB. Fall plans include spot announcement series for its general line of products. J. Walter Thompson Co., Chicago, is agency.

Thos. J. Lipton, Toronto

Starts three weekly quarter-hour shows in French for its tea on CKAC, Montreal, CHRC, Quebec, CKCH, Hull, CHLN, Three Rivers, CHLT, Sherbrooke. Agency is Vickers & Benson, Montreal.

List of Autumn Accounts On Texas Quality Group

AUTUMN accounts signed by Texas Quality Network as of Aug. 15 follow:

ALLIS-CHALMBERS MFG. Co., Milwaukee, on July 22 began *Sunrise Serenaders* on 2 stations, Tues., Fri., 6:45-7 a. m. Agency: Bert S. Gittins, Milwaukee.

BEWLEY MILLS, Fort Worth, continues *Chuck Wagon Gang* on 3 stations, Mon. thru Fri., 11:15-11:30 a. m.; Sun., 9-9:15 a. m. Agency: Cy Leland, Fort Worth.

BURRUS MILL & ELEVATOR Co., Fort Worth, continues *Lighterust Doughboys* on three stations, Mon. thru Fri., 12:30-12:45 p. m. Agency: J. Walter Thompson Co., N. Y.

CRAZY MINERAL WATER Co., Mineral Wells, Tex., continues *Jack Amlung's Orchestra* on 2 stations, Mon. thru Fri., 12:45-1 p. m. Direct.

DR. PEPPER Co., Dallas, continues *The Pepper Uppers* on 3 TQN stations, plus 26 stations of the special Dr. Pepper-Dixie Network, Sun., 5:30-6 p. m. Agency: Tracy-Locke-Dawson, Dallas.

EMPLOYERS CASUALTY Co., Dallas, continues *Employers Casualty Program* on 3 stations, Sun., 2-2:15 p. m. Agency: Ira De Jernett Agency, Dallas.

FRITO Co., San Antonio, has renewed *Frito Rhumba Kings* on 3 stations, Sun., 1-1:15 p. m. Agency: Erle Racey Adv. Agency, Dallas.

HAWK & BUCK Co., Fort Worth, continues *The Red Hawks* on 3 stations, Mon. thru Thurs., 6:30-6:45 a. m.; Sat., 12:30-12:45 p. m. Direct.

IMPERIAL SUGAR Co., Sugarland, Tex., continues *Rhythm Rally*, *Melody Souvenirs* and *Songs to Remember* on 3 stations, Mon., Wed., Fri., 10:30-10:45 a. m. Agency: Tracy-Locke-Dawson, Inc., Dallas.

TEXAS TEXTILE MILLS, Dallas, continues *Texas Mill Wheels* on 3 stations, Tues., Thurs., Sat., 8-8:15 a. m. Direct.

Lindsay Ripe Olive Co., Lindsay, Cal.

Recently concluded a spot campaign on 14 stations of the Yankee Network and WEEI, Boston. Home economics participation programs were used, *Gretchen McMullen* on Yankee and *Marjory Mills* on WEEI. The company may renew its radio advertising in the fall. Account placed through Lord & Thomas, San Francisco.

Thomas J. Lipton, Hoboken, N. J.

Advertising Lipton's Tea with an announcement campaign on WIBX, Utica, N. Y., placed through Young & Rubicam, New York.

Local Loan Co., San Francisco

Pulled its program off the air last winter when the recession set in, but with the current upturn in business and economic conditions in all probability will return this fall, either using a spot campaign or a network show. The agency is Long Adv. Service, San Francisco.

Longines-Wittnauer Co., New York

Will continue its use of time signals and announcements on about 85 stations throughout the fall and its quarter-hour *Donald Novis* program three times weekly on the Michigan Network. In September company will start Dr. Preston Bradley, Chicago clergyman, in a daily series of news commentation on WBBM, Chicago. Advertising is handled by Arthur Rosenberg Co., New York.

P. Lorillard Co., New York

For Muriel cigars and Sensation cigarettes, now on the Mutual and Don Lee networks, transcribed versions of the program will be added on three stations. For the company's smoking tobacco, Bob Elson's sports review on WGN, Chicago, will be used. Agency is Lennen & Mitchell, New York.

Joe Lowe Corp., New York

Using transcriptions of *Popeye the Sailor* for Popsicle on 38 stations in addition to 28 Don Lee; will continue to the end of the summer. Agency is Blackett-Sample-Hummert, New York.

Frederick F. Lowenfels & Son, New York

Will continue its participation in Martin Block's program on WNEW, New York, and its announcements on WQXR, New York, for Hotel Bar Butter, placed through Neff-Rogow, New York.

Walter M. Lowney Co., Montreal

Starts on Sept. 12 a weekly one-hour live talent French show over CKAC, Montreal, for chocolates. A. McKim, Montreal, is agency.

Luden's Inc., Reading, Pa.

Will sponsor news, announcements and chain-breaks on about 50 stations for Luden's cough drops this winter, beginning in October. Agency is J. M. Mathes, New York.

Lyon Van & Storage Co., Los Angeles

Using a weekly quarter-hour transcribed program on five California stations and will continue on the same schedule through the fall and winter. Chas. H. Mayne Co., Los Angeles, has account.

W. C. Macdonald, Montreal

Started test program *Minute Mysteries* for cigarettes on Aug. 2 to run five times a week over CKCL Toronto with monetary prizes for correct solutions. Agency is Tandy Adv. Agency, Toronto.

Madison Personal Loan Co., New York

Continues its use of quarter-hour news broadcasts twice daily on WNEW, four times daily on WHN and three times a day on WMCA, with a half-hour night club show broadcast from a different night club every night, also on WMCA, and may add other broadcasts. Agency is Klinger Adv. Agency, New York.

Maidenform Brassiere Co., New York

During the spring used a weekly quarter-hour musical program on WOR, Newark, and daily announcements on several other stations; will definitely return to WOR in the fall but otherwise has not determined its radio plans, according to Charles Silver, time buyer of Arthur Rosenberg Co., New York, agency in charge of the account.

Man O'War Publishing Co., New York

Now using announcements and programs on three stations, will continue these and may add others. Agency is Metropolitan Adv. Co., New York.

Martinson Coffee Co., New York

Will use spot announcements on three stations, through Albert Frank-Guenther Law, New York.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial
1000 Watts
Michigan's No. 1 Test Market
Representative: HOWARD H. WILSON CO.
CHICAGO • NEW YORK • KANSAS CITY

How Many Dials?

That's What Counts Most!

Next

What Kind of Folks Turns Those Dials?

Finally!

Where Do They Turn Those Dials?

Friendly responsive primary area folks turn 523,310 dials our way. Our primary population area is 3,051,400, but it's those 523,310 dials tuned by folks who respond to Eleven Sixty which have given good old WWVA its famous punch! Set Fall Schedules NOW!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO
Columbia Station

5,000 WATTS
WWVA

Manhattan Soap Co., New York

Will advertise its Sweetheart Soap with quarter-hour transcriptions in selected eastern seaboard towns outside of network areas and one-minute transcribed announcements in 125 cities, covering a territory extending north from New York as far as Portland, Me., as far west as St. Louis and as far south as Memphis. Agency is Peck Adv. Agency, New York.

Mantle Lamp, Co., Chicago

Will start a national spot campaign in the fall on about 90 American and Canadian stations for its kerosene mantle lamps consisting of 15-minute and half-hour live and transcribed shows. Presba, Fellers & Presba, Chicago, is agency.

Maple Leaf Milling Co., Toronto

Starts a women's morning transcription series over a coast-to-coast line up of stations in September, and a children's evening transcribed show over a smaller number of stations throughout Canada in October. Agency is Cockfield, Brown & Co., Toronto.

Marney Food Co., Los Angeles

Will continue throughout the fall with its participating program *Marco Spelling Bee*, featuring Tom Breneman over KSFO, San Francisco. Account placed by Long Adv. Service, San Francisco.

Mayflower Service Stations, White Plains, N. Y.

Will sponsor broadcasts of local high-school football games this fall on WFAS, White Plains. Agency is J. Stirling Getchell, New York.

Milk Foundation of Toronto

Extending dramatic spot series now on CFRB Toronto 6 weekly to cover all Southern Ontario. Agency is J. J. Gibbons, Toronto.

McCoy's Products, New York

Will advertise its cod liver oil tablets with participation programs and announcements on a selected list of Canadian stations, slightly larger than last winter's list. Agency is Neff-Rogow, New York.

McRosky Mattress Co., San Francisco

Has recently renewed its *Sleep Serenade* for another 13 weeks on KPO, San Francisco. Account placed through Emil Brisacher & Staff, San Francisco.

Miles Laboratories, Elkhart, Ind.

Will use considerable spot to supplement its *Alka Seltzer National Barn Dance* on NBC-Blue network and its *Uncle Ezra* on NBC-Red network. The *Uncle Ezra* series which has been broadcast three times weekly on NBC-Red will be discontinued until Oct. 15. Wade Adv. Agency, Chicago, is agency.

Miller Brewing Co., Milwaukee

Using German band program over WTMJ and sports review over WCFL. Agency is Rickerd, Mulberger & Hicks, Milwaukee.

Mitchell Finance Corp., Los Angeles

Currently using 12 hours weekly on KFWB, and 7 spot announcements daily on KFVD, Los Angeles. Will continue same and add other southern California stations to its list by Sept. 1 using quarter-and half-hour live talent programs, as well as spot announcements. Agency is Alvin Wilder Adv., Los Angeles.

Modern Living Health Institute, New York

Using programs on WMCA and WOR, will continue and may add others, through Metropolitan Adv. Co.

Modern Packing Co., New York

Using a half-hour transcribed variety program of chiefly Italian music with announcements in both English and Italian for its Balboa Oil, broadcast Sunday mornings on WICC WEAN WCOP WABY KQV WGES and WPEN. Agency is Commercial Radio Service Adv. Agency, N. Y.

Morey Co., Los Angeles

Advertising plans not completed, but contemplates using minute live spot and time signal announcements on Pacific Coast stations as new markets are established for Vita-Foot. Stellar-Millar Agency, Los Angeles, has account.

John Morrell & Co., Ottumwa, Ia.

Will supplement its *Bob Becker* series on NBC-Red for Red Heart Dog Food with spot in New York and the Southwest. For its hams, will use spot announcements and quarter-hour discs in New York State and Pennsylvania beginning Aug. 15. Henri, Hurst & McDonald, Chicago, is agency.

Mountain Copper Co., San Francisco

Has already started its fall spot announcement campaign over 10 stations in the West, using for the most part participating agricultural programs on rural stations. The present campaign calls for a 10% increase in radio advertising over last year. Allied Adv. Agencies, San Francisco, is placing the account.

E. B. Muller & Co., Port Huron, Mich.

Is participating in household program over CKLW and will continue indefinitely. Agency is Charles A. Mason Adv. Agency, Detroit.

Murphy Products Co., Burlington, Wis.

Will use considerable spot this fall on an undetermined number of stations for its livestock and poultry feeds. Wade Adv. Agency, Chicago, handles the account.

Musebeck Shoe Co., Danville, Ill.

Has renewed Quin Ryan's Sunday night sportscasts on WGN, Chicago, for 52 weeks and will use Standard Radio's *Donald Novis Sings*, a quarter-hour transcription, on WOR, WLW, KEHE and WTMJ. Plans include expansion of the series to markets in Texas and the southwest. Sehl Adv. Agency, Chicago, is agency.

Mutual Citrus Products Co., Anaheim, Cal.

Has been using an average of three five-minute transcribed commercials a week on six stations nationally, supplemented by spot announcements. Will continue this schedule to September. Agency is Chas. H. Mayne Co., Los Angeles.

Nash-Kelvinator Corp., Detroit

Made available to dealers records containing 16 one-minute Kelvinator announcements during the year just passed, time costs for which were included in factory cooperative funds where dealers chose to use them. Although no definite figures are available, understanding is that a large number of retail outlets used these records. Indications are that similar policy will be continued during coming season, with factory again unlikely to do any direct placing of time. Agency is Geyer, Cornell & Newell, Detroit.

Plans for new Nash model introduction are not completely formulated, but possibility is that radio will have place in program with spot announcements. Last fall announcement recordings by Boake Carter were used over large station list. Agency is Geyer, Cornell & Newell.

Leonard Division has made announcements available to dealers on factory cooperative plan; will probably continue to do so next winter when 1939 refrigerators are announced. Agency is Geyer, Cornell & Newell.

Nassour Bros., Los Angeles

Will continue present weekly participation in the quarter-hour *Woman's Forum* on KNX, Hollywood and is planning an extensive fall campaign for its oil shampoo and other products. Participating and women's programs will be used with concentration on California stations. Agency: Alvin Wilder Adv., Los Angeles.

National Biscuit Co., New York

Now sponsoring *Dan Harding's Wife* for Shredded Wheat on 32 stations by transcription, and on six NBC-Red stations, through Federal Adv. Agency, New York. The program was heard during the spring for Premium Soda crackers, through McCann-Erickson, and will probably switch back in September after a 13-week run. Stations carrying the transcriptions are WBRC KOA WDRC WSB WHO WSMB WFBR WNAC WWJ KSTP WDAF KSD WOW WGR WHAM WGY WFBL WBT WPTF WLW WTAM WKY KVOO KDKA WJAR WIS WMC WSM WFAA KPRC WTAR WTMJ.

National Porcelain Co., Trenton, N. J.

Will participate in Martha Deane's women's program on WOR, Newark, for its ash trays and candlesticks, placed direct. No other radio is planned this fall.

National Lead Co., San Francisco

Recently completed spot announcement campaign over KINY, Juneau, Alaska on behalf of its paints. Plans to remain off the air for a while, possibly returning in fall. Account handled by Erwin, Wasey & Co., San Francisco.

National Transportation Co., New York

Will continue its weekly quarter-hour on WHN, New York, for Parmelee cabs and has no other plans at present. Agency is World Wide Adv. Corp., New York.

Natone, Los Angeles

Advertising plans not completed, but contemplates using live spot announcements in a fall campaign as new markets are established for Sav-a-Nal, a manicure wax. Agency is Janes-Morton, Los Angeles.

Natural Chemicals, New York

Considering use of radio through Atherton & Currier, New York, for its tonic.

New Departure Mfg. Co., Bristol, Conn.

Has made no definite spot plans for the fall, but may use a 13-week announcement campaign on 10 to 20 stations for coaster brakes. Lord & Thomas, New York, is the agency.

EARLY IN OCTOBER

50,000 watts

WWL

NEW ORLEANS

CBS

7 out of 10

Listeners to BUFFALO STATIONS tune in

WGR or WKBW

between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by FREE & PETERS

New York State Milk Publicity Bureau, Albany, N. Y.

Continues its one-minute daytime announcements on 18 stations within the State to advertise milk, placed through J. M. Mathes, New York.

New York Telephone Co., New York

Continues its participating sponsorship of *Martha Deane* five days a week on WOR, Newark, handled by BBDO, New York.

North American Accident Insurance Co., Newark

Will continue its use of spot programs, chiefly news, on WLW, WMCA and KFI and will add other stations, beginning in October. Franklin Bruck Adv. Corp., New York, is agency.

Oakite Products, New York

Will continue its present schedule of participation in home economics programs on about a dozen stations, through Calkins & Holden, New York.

O-Cedar Corp., Chicago

Plans a national spot campaign on 22 stations for fall. John H. Dunham Co., Chicago, is agency.

Ogilvie Flour Mills Ltd., Montreal

Renewing with extensions number of morning and evening transcription programs over Canada-wide number of stations. Extending weekly vox pop shows which proved highly successful over CFRB Toronto, CKSO, Sudbury, CKGB Timmins. Will renew for this winter Sunday afternoon program in which no commercials are used, only a "sponsored by" credit. Agency is J. J. Gibbons Ltd., Toronto.

Oshkosh Overall Co., Oshkosh, Wis.

Will use *Lem & Martha*, quarter-hour transcriptions five weekly on 13 stations in the East and Midwest. Ruthrauff & Ryan, Chicago, is agency.

BEFORE the monitor panel at a demonstration by Midland Television Inc. at KMBC, Kansas City, Arthur B. Church (left), president of KMBC and a principal stockholder of Midland, J. R. Duncan, chief television engineer, and G. L. Taylor, president of the company, study the 441-line television image of Caroline Ellis, who begins *Caroline's Golden Store* for General Mills, Minneapolis, on WHO, Des Moines, Aug. 15.

Olds Motor Works, Lansing, Mich.

Used spot announcements at new car time last year over around 125 stations. No announcement plans completed yet, but outlook is for some radio time when 1939 models are announced. Agency is D. P. Brother & Co., Detroit.

Omar Mills, Omaha

Using 15-minute transcriptions titled *Mother Randall's Blue Ribbon Melodies* beginning Aug. 15 for 39 weeks on WHO KOB KMMJ WOW WNAX KDFN WOC KOA. Lyle T. Johnston Co., Chicago, is agency.

Oneida Ltd., Oneida, N. Y.

Is expected to use another series of *Peggy Tudor* programs, quarter-hour transcriptions, again this fall for Tudor Plate table silver, similar to those used a year ago and last spring, running 13 weeks on about 35 stations, through BBDO, New York.

Pacific-Gillespie Co., San Francisco

Recently concluded a spot announcement campaign on two San Francisco stations, KFRC and KSFO, and may return to the air this autumn. The agency is Rufus Rhoades & Co., San Francisco.

Pan-American Coffee Bureau, New York

May use radio in its fall campaign through Arthur Kudner, New York. No definite plans have been made.

Pelican Lake Packing Co., Houma, La.

Using WWJ and WEXL for spots and short programs. Possibility of extension of this list in the fall. Agency is Whipple & Black Adv. Co., Detroit.

Penick & Ford Ltd., New York

Will use 11 eastern stations for a quarter-hour program, *The Mighty Shaw*, starting in mid-September, for My-T-Fine dessert, through BBDO, New York. The discs will be heard five days weekly at 5:45-6 p. m. on WLBZ WEEI WPRO WORC WMAS WNBX WDRC WABC WOKO WIBX WBRK.

Peoples Credit Jewellers, Toronto

Plan to operate similar community sings and game broadcasts over Ontario stations as last winter. Definite programs have not yet been lined up, nor number of stations. Agency is MacLaren Adv. Co., Toronto.

Peters Shoe Co., St. Louis

Will continue *It's a Fact* on NBC-Red network in California during the fall. Agency is Long Adv. Service, San Francisco.

Pfeiffer Brewing Co., Detroit

Sponsoring man-in-the-street program over WXYZ, and is expected to continue through the baseball season. Agency is Martin, Frank & Atherton, Detroit.

KMA's Summer Mail increases 425%

5000 Watts — 930 Kcs.
NBC BLUE

Representatives
Howard H. Wilson Co.

An increase of 425 percent in advertisers mail response is KMA's good deed for its summer clients. It is graphic proof that KMA can stimulate and sell during the hottest months of the year. Blue network programs plus live talent shows are daily increasing KMA's already high popularity. Advertisers who use KMA's facilities will reap consistent results from the four state area that it serves. KMA is the only station that can fully cover its market. Write us direct for station and market data.

The Earl May Station KMA Shenandoah, Iowa

J. Cy Rapp—Manager

Earl E. May—President

THE PICK OF THE
RADIO
STATIONS IN WESTERN CANADA

In Western Canada—
all these stations are
C.B.C. basic outlets.

In
Manitoba

CKY Winnipeg
is western Canada's Most
Powerful Station
and
CKX Brandon
completes the Manitoba
radio coverage.

In
Saskatchewan

The people listen to—
CKCK Regina
. . . delivers 82.7% of Regina Audience
CHAB Moose Jaw
. . . delivers 72.6% of Moose Jaw
Audience

In
Alberta

These three stations afford
the only 100% coverage.
CJCA Edmonton
. . . delivers 70% of Edmonton Audience
CFAC Calgary
. . . delivers 65% of Calgary Audience
CJOC Lethbridge
. . . delivers 86% of Lethbridge Audience

In
British Columbia

For maximum coverage at minimum
cost use
CKWX Vancouver
(not basic CBC)
CJAT Trail

Canadian Representatives
ALL-CANADA
RADIO FACILITIES
TORONTO - MONTREAL - WINNIPEG
CALGARY - VANCOUVER
U. S. Representatives
WEED & CO.
NEW YORK - DETROIT
CHICAGO - SAN FRANCISCO

1938 SURVEY FIGURES

Philco Products, Toronto

Plan to promote dramatized spot announcement campaign in certain sections of Canada for Philco radios. United States Philco network program, if developed, may be piped to Canada. Agency is Hutchings Adv. Co. of Canada, Toronto.

Dr. Philips Canning Co., Orlando, Fla.

Plans to continue throughout the fall, using a home economics participating program on KSFO, San Francisco, to advertise canned grapefruit and grapefruit juice. Long Adv. Service, San Francisco, handles the account.

Piel Bros., Brooklyn

Last year used a few spots in the South and a program on KNX, and may return this fall. Agency is Kenyon & Eckhardt, New York.

Pilgrim Co., Chicago

For its refrigerator purifier is using half-hour weekly live show on WBBM, Chicago, titled *Jack Hallen's Review* featuring puzzles of biography. To continue throughout the fall, the series may be extended to other stations. Schwimmer & Scott, Chicago, is agency.

Pilot Radio Co., New York

Will use live programs on two or three local stations and is considering a national spot campaign. Agency is Alvin Austin Co., New York.

Pinex Co., Ft. Wayne, Ind.

Will start a fall campaign of live and transcribed programs on approximately 100 stations for its cough remedy. In the Midwest, five weekly quarter-hour live shows using local talent and 30-minute Saturday evening live shows have started on WLS WLW KMOX WCCO and will be used on other stations yet to be chosen. In the East, five weekly quarter-hour discs titled *Pinex Merrymakers* have started on KDKA WJSV WBZ WWVA WHK WJR with other stations to be added. In the South and Southwest, four and five daily announcements will be aired on stations to be selected. Russell M. Seeds & Co., Chicago, is agency.

Lydia E. Pinkham Medicine Co., Lynn, Mass.

In addition to sponsoring *Voice of Experience* on Mutual network, will use transcriptions of that program on about 15 stations. Agency is Erwin, Wasey & Co., New York.

Expected to renew two transcription series which were used this past season over 33 and 23 Canadian stations respectively. Agency is Ronalds Adv. Agency, Montreal.

THIS trophy will be given along with a $100 first prize by Col. B. J. Palmer, president of WHO, Des Moines, in the WHO National Tall Corn Sweepstakes at Iowa State Fair in latter August, and the J. I. Case Co. (tractors) has added a prize of a $142 tractor plow. Tallest stalk will be selected by Herbert Plambeck, WHO farm editor.

Plymouth Motor Corp., Detroit

Expected to duplicate last year's program in scheduling spot announcements over stations in major market areas to announce new cars. No other radio plans manifested. Agency is J. Stirling Getchell, Detroit.

Pontiac Motor Co., Pontiac, Mich.

Plans for extension of present modified advertising program contingent this fall on general business conditions. Used the *Varsity Show* and *Kathryn Cravens* over national networks last winter, but now inactive. Plans for new model introductions not yet completed. Agency is McManus, John & Adams, Detroit.

Procter & Gamble Co., Cincinnati

Through Pedlar & Ryan, New York, is planning the use of French-language programs on a Montreal station for Chipso and Calay (Canadian name for Camay), and English programs on a station in Vancouver. For Dash, ten stations on the Coast will carry *Road of Life* transcriptions and announcements.

Spot series titled *Houseboat Hanna* will continue on about 20 stations for Lava soap. On Aug. 1 added KFYR, WFAA, WOW, WNEW to spot list broadcasting *The Goldbergs* for Oxydol and KTUL to the CBS network carrying the program. Spot campaign for *The Goldbergs* will be expanded in the fall in yet undetermined markets. Blackett-Sample-Hummert, Chicago, is agency.

The only Ivory soap spot for the fall is the expansion of localities for foreign language programs. Agency is Compton Adv., New York.

Will continue transcriptions of *Carson Robison & His Buckaroos* on Radio Luxembourg for its Oxydol export. Agency is Erwin, Wasey & Co.

Pop'O Products, Chicago

Will start a fall campaign for its French fried popcorn consisting of spot announcements or participating programs in New England only. W. K. Cochrane Adv. Agency, Chicago, is agency.

Postal Telegraph-Cable Co., New York

Continues its announcement schedules on KFRC WNOX WMC WMPS WFAA WCPO WKY KPRC KRNT. Marschalk & Pratt, New York, places the business which continues throughout the year.

Producers Distributing Agency, New York

Will again advertise Norbest turkeys with 23 five-minute broadcasts on WOR, Newark, before Thanksgiving, Christmas and New Years, interviewing noted chefs about their favorite turkey recipes and offering turkeys to listeners sending in the best recipes of their own. Similar series have proved unusually successful in both 1936 and 1937, according to J. Wilkes, account executive at Edwin M. Phillips Co., New York, agency in charge.

Provident Loan Society of New York, New York

Will continue to sponsor *The Answer Man* three quarter-hours weekly on WOR, Newark. Agency is McCann-Erickson, New York.

Pure Oil Co., Chicago

Plans a fall spot campaign on a regional basis using an undetermined number of stations. Thornley & Jones Inc., Chicago, is agency for the Pure Oil account.

Quaker Oats Co., Chicago

Using participation on WJR, quarter-hour thrice-weekly series on WBT, 100-word announcements six weekly on WFBC, WTAR, WRVA to continue through fall. Plans for expansion are indefinite. Mitchell-Faust Adv. Co., Chicago, is agency.

Will sponsor *Dick Tracy* on a total of 49 stations for Puffed Wheat, Puffed Rice, composed of an unspecified number of NBC-Red stations and the others by transcription. Aunt Jemima Pancake Flour will share the time, taking over one or both commercial announcements one day a week, probably Friday. Agency is Sherman K. Ellis, New York.

For Ful-O-Pep poultry feeds, a half-hour Saturday morning live show titled *Man on the Farm* is presently broadcast on WLS and in September a combined live and transcribed series will be expanded to 10 other stations in the East, South and Midwest. Benton & Bowles-Chicago is agency.

Test for Farina breakfast food on WBBM, Chicago, a quarter-hour, thrice weekly show called *We The Wives* consisting of interviews with shoppers will continue during the fall with the possibility of expansion on other stations. Benton & Bowles Chicago, also handles the Farina account.

A NEW STUDIO RECORDER - RADIOTONE PR-20

As streamlined in action as appearance, the RADIOTONE PR-20 allows every changeover at the flick of a finger — inside-out to outside-in cutting, change from 78 to 33⅓ RPM, lines-per-inch from 90 to 125. Micrometer adjustment of cutting head gives close control. This 16-inch Studio Recorder offers the maximum of operating-ease plus unbelievable fidelity. Write for information.

RADIOTONE PR-20 is vibration-free and "wow"-free because of heavy construction, specially-balanced synchronous motor and live-rubber drive. The PR-20 is not high-priced in spite of its many advantages.

Radiotone, Inc.
7356 Melrose Ave., Hollywood, Calif.
620 N. Michigan Blvd., Chicago, Ill.

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri

Quality Bakers of America, New York

Will continue its advertising campaign with the thrice-weekly transcribed program, *Speed Gibson*, on more than 40 stations nationally, having renewed the series for 26 weeks, effective Sept. 20. Organization sponsored the series on the same list of stations last fall. Placement is direct, with cooperation of National Radio Advertising Agency, Hollywood, producers of the program.

Railway Express Co., New York

Has reduced the station list carrying spot announcements to 10. Future plans are indefinite. Caples Co., New York, is agency.

Ready Foods Co., Chicago

Using spot for Perk dog food on a few Midwestern stations and the list may be slightly expanded in the fall. Mason Warner Co., Chicago, is agency.

Roman Bread Co., Oakland, Cal.

Plans to continue through fall and winter with audience-participating show, *Remar Rumpus* on KSFO once weekly. Placed by Sidney Garfinkel Adv. Agency, San Francisco.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Using a ten-minute sports program six days weekly on WCAU, WFIL, WIP and Polish announcements on WDAS, all of Philadelphia, for George Washington smoking tobacco. Agency is Wm. Esty & Co., New York.

Rit Products Corp., Chicago

Has started a fall spot campaign of one-minute announcements on 20 stations; 10 in the South and 10 in New England. Earle Ludgin, Chicago, is agency.

Rival Packing Co., Chicago

Will use spot this fall, but plans are indefinite. Charles Silver Co., Chicago, is agency.

Riverbank Canning Co., New York

Will use a quarter-hour musical program on 8 New England stations for its food products, placed through Klinger Adv. Agency, New York.

Roaman's Dept. Store, New York

Considering use of participation programs on four or five stations, through Albert Frank-Guenther Law, New York, for its mail order business.

Roos Bros., San Francisco

Recently renewed its *Sportslites* featuring Ernie Smith, three nights weekly on KYA, San Francisco, and plans to continue through the rest of the year. Account placed through Emil Brisacher & Staff, San Francisco.

Dr. Ross Dog & Cat Food Co., Los Alamitos, Cal.

Currently using thrice weekly spot and time signal announcements and five-minute live programs on a group of Pacific Coast stations. Will substantially add to list regionally with an early fall campaign. Howard Ray Adv. Agency, Los Angeles, has account.

Royal Typewriter Co., New York

Planning a test campaign this fall in about ten cities, using station-tested programs. Agency is Buchanan Co., N. Y.

Royal Lace Paper Works, Brooklyn

Planning to resume five-minute transcriptions for Roilies this fall on about 25 stations. Agency is Lawrence C. Gumbinner Adv. Agency, New York.

Ruppert Brewery, New York

Will start a five-minute musical program two evenings weekly on WEAF, New York, in September, through Lennen & Mitchell, New York.

Rolex Watch Co., Toronto

Continues with minute dramatized spots through end of year on 10 Canadian stations. Agency is E. W. Reynolds & Co., Toronto.

Rumford Chemical Works, Providence, R. I.

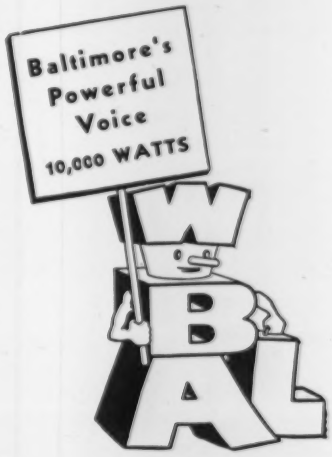
Will continue spot announcements on about 15 stations for baking powder. Agency is Atherton & Currier, New York.

St. Germaine Press, Chicago

Using quarter and half-hour live and transcribed talks on 36 stations nationally, will increase the list to 45 by mid-September. Allied Adv. Agencies, Los Angeles, has account.

St. Lawrence Starch Co., Port Credit, Ont.

Continues in fall sports broadcasts originating at CFRB, Toronto, to Ontario network six times weekly, and at CFCF, Montreal, to Maritime network three times weekly with extension to six weekly when hockey season starts. Continues live talent show originating at CKOC, Hamilton, to Ontario and Quebec network, and transcriptions now over CKY, Winnipeg, which may be extended. Agency is McConnell, Baxter & Eastman, Toronto.



WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Ross Federal Research Corp. Survey, Reveals—Janesville, Wisconsin

1st for TESTS

How Come?

Ross Federal Research Corporation asked 207 agency and manufacturer executives to pick test cities and best media for a hypothetical 25 cent mass item to be distributed through drug, variety and department stores; 237 cities are mentioned. See August 1st issue of SALES MANAGEMENT.

Janesville has been picked as the best market for radio tests of all cities under 100,000 population in the East North Central States comprising Ohio, Indiana, Illinois, Michigan and Wisconsin.

This same survey (See August 1st issue of Sales Management) reveals that Janesville has been picked as the BEST MARKET FOR RADIO TESTS OF ALL CITIES IN THE UNITED STATES under 30,000 POPULATION.

WCLO is the only station in Janesville and the only station in the center of the Nation's Dairy and Swiss Cheese Industry.

During the past 12 months 167 local and national WCLO clients cashed in on this rich market where retail store sales totaled $85,200,000 last year.

Potential audience, our primary area, 253,500 people.

Make your product as popular as WCLO in the Southern Wisconsin region with a WCLO schedule. If you need station and market data, write at once.

WCLO *"The Voice of Southern Wisconsin"*

HOMER HOGAN, Manager

Address all communications to Homer Hogan, Janesville, Wis.

WCLO is owned and operated by Janesville Daily Gazette.

Salerno-Megowen Biscuit Co., Chi.

Sponsoring *Question-Air* half-hour series on WMAQ, Chicago, with plans to expand to split NBC-Red network in the fall with outlets in Milwaukee, Des Moines and Minneapolis. Schwimmer & Scott, Chicago, is agency.

S. A. Scherer Corp., Los Angeles

Covers California with branch offices, and devotes approximately 99% of its advertising appropriation to radio. Firm has increased its appropriation 20% over that of last year; now using 7 stations consistently and will add to the list, increasing its spot announcement and time signal usage during fall and winter. Agency is Smith & Bull Adv., Los Angeles.

Schutter Candy Co., Chicago

Will use spot on a regional basis during the fall on an undetermined list of stations. Oscar L. Coe & Associates, Chicago, is agency.

KQW SAN JOSE CALIFORNIA

Cash in on Santa Clara Valley's largest Prune and Apricot crop in years.

Use KQW to sell California's 5th Radio Market.

42,960 Radio Homes
1 Radio Station

Full Mutual Don Lee Network Schedule

Representatives
John Blair & Company

S. A. Schonbrunn Co., New York (coffee)

Is using a quarter-hour weekly program in Italian on WOV, WPEN, WELI, WCOP, and five quarter-hours weekly on WBIL, New York, through Panorella Agency, New York.

Scott Powders, Chicago

Has discontinued quarter-hour live talent shows on four stations, but expects to start a spot campaign in the fall. First United Broadcasters, Chicago, is agency.

S. M. Screaton & Co., Toronto

Following successful tests of a women's chatter program over CFRB, Toronto, for Hershey chocolates, the program is to be enlarged this fall to cover more Canadian stations. Agency is Tandy Adv. Agency, Toronto.

Scudder Food Products Inc., Monterey Park, Cal.

Will continue using participation six times weekly in the combined *Housewives Protective League* and *Sunrise Salute* programs on KNX, Hollywood, and add other California stations to its list during fall. Emil Brisacher & Staff, Los Angeles, has account.

Seaboard Finance Co., Los Angeles

With offices in several California cities, has been using five stations consistently during the past year and will substantially increase that number during fall and winter, using spot announcements and time signals. Company has increased its radio appropriation 20% over last year. Smith & Bull Adv., Los Angeles, has account.

Sears, Roebuck & Co., Chicago

By mid-August, 723 stations were broadcasting *Grandma Travels*, a quarter-hour transcribed series (BROADCASTING, July 15). The campaign is stressing markets in Missouri and Texas. Blackett-Sample-Hummert, Chicago, is agency.

Sutton's 12 Marlin

FISHING out of Ocean City, Md., now the leading port in the world for white marlin fishing, George Sutton, Washington radio attorney, since July 4 has landed 12 of the fighting monsters, largest weighing about 80 lbs. His is believed to be the record individual take of this season. Mr. Sutton has his new yacht *Happy Days* moored at Ocean City.

Semet-Solvay Co., Detroit

Expects to continue radio activity in fall, although for the present has discontinued its weekly Sunday night news sponsorship over WWJ. Agency is Charles A. Mason Adv. Agency, Detroit.

Martin Senour Paint Co., Chicago

Plans to use some spot during the fall. MacDonald-Potter, Chicago, is agency.

7-Up Bottling Co. of San Francisco

At present using spot announcements on KQW, San Jose and KDON, Monterey, Calif. but will increase air advertising to five stations in Northern California this fall. It is planned to use audience participating shows in addition to spot announcements. Account placed through Allied Adv. Agencies, San Francisco.

7-Up Ontario Ltd., Toronto

Continues with spot announcements twice daily over CKCL and CFRB, Toronto. Has used more Ontario stations in past. Agency is Vickers & Benson, Toronto.

W. A. Sheaffer Pen Co., Ft. Madison, Ia.

Will use a spot campaign on a national basis during the fall. Russell M. Seeds & Co., Chicago, is agency.

Sinclair Mfg. Co., Toledo

For H & H cleaner will use spot this fall on an undetermined number of stations. John H. Dunham Co., Chicago, is agency.

Si-Noze Co., Chicago

Will use some spot this fall for its hay-fever remedy on a number of stations yet to be chosen. Frankel-Rose Co., Chicago, is agency.

Sitroux Co., New York

Will advertise its cleansing tissues through participation in women's programs in New York, Chicago and Pittsburgh during the fall, placed through Franklin Bruck Adv. Corp., New York.

Skelly Oil Co., Kansas City

Undecided as to program, time and network, but will use spot on 8 stations to supplement network program, particularly in Midwest. Blackett-Sample-Hummert, Chicago, is agency.

Skinner Mfg. Co., Omaha

For its raisin bran is using *Race Bits of News*, a quarter-hour six weekly live show on KGNC WHO WOC with the possibility that other stations may be added. H. W. Kastor & Sons Adv. Co., Chicago, is agency.

Smith Bros. Co., Poughkeepsie, N. Y.

Will use spot announcements, weather reports, time signals, on about 100 stations, running from October to March, for cough drops. Brown & Tarcher, New York, is the agency.

Smith-Douglas Co., Norfolk, Va.

In December will start a 20-week schedule of five-minute spots, six days a week, on WPTF, Raleigh, for tobacco fertilizer. Agency is Lawrence Fertig & Co., New York.

Socony-Vacuum Oil Corp., New York

Sports and news programs on five stations will be continued; may add others. Agency is J. Stirling Getchell, New York.

Soil-Off Co., Glendale, Cal.

With radio appropriation having been increased, on Sept. 8 will start for 13 weeks a weekly quarter-hour program featuring Fletcher Wiley, commentator, on 7 CBS Pacific Coast stations. Currently is using transcribed announcements on KDYL, Salt Lake City; KGB, San Diego; KGO, San Francisco and other West Coast stations which will continue. List of stations will also be increased during fall. Hillman-Shane Adv Agency, Los Angeles, has account.

Sperry Flour Co., San Francisco

Will continue through the fall its drama serial *Dr. Kate*, Monday through Friday on NBC-Red network on the Pacific Coast. Account placed through Western Adv. Co., San Francisco.

Stag Beer, St. Louis

Plans to continue buying news in packages, 6 to 44 weekly periods, five to 15 minutes each. Now on seven stations in Missouri, Southern Illinois, Arkansas and Oklahoma. J. Walter Thompson Co., Chicago, is agency.

Standard Air Conditioning, New York

Will continue its evening announcement campaign on KDKA, Pittsburgh, through BBDO, New York.

Standard Brands, New York

Will use a quarter-hour, five-a-week, daytime serial transcribed program, *Visiting Nurse*, for Royal Baking Powder, on WFAA, WOAI, KPRC and WTAG, through McCann-Erickson, New York.

Here's Your Fall Show Ready to GO!!

"Night Court"

Human prey, caught in the trap of circumstance, *set free!*

Finest, fastest drama of modern life ever produced. Actual Night Court cases, fictionized by Kurt Foreman, veteran police reporter. All the thrills, action, suspense, drama, romance and heart interest of the typical crime series, but clean, constructive, wholesome, with the victim, at the close, not headed for prison or the electric chair, but on the way back to decency, with the aid of the Court Assistance Project. A show any child can listen to, that the most critical will approve, because, like every Mertens and Price production, "it leaves a good taste in the mouth."

"Your Family Counselor!!"

Heart throbs of a nation, with a kindly specialist diagnosing and prescribing.

Dr. Alan D. Grigsby, international authority on marriage problems and human relations, with Frank Nelson as commentator and announcer and an all-star Hollywood cast dramatizing carefully selected letters with a diversified appeal. Recognized on both sides of the Atlantic for the matrimonial wrecks he has averted, the suicides he has avoided, the heartbreaks he has healed, Dr. Grigsby operates with an Advisory Council of 27 ministers, priests, rabbis, welfare workers, jurists, psychiatrists, sociologists, AND IF DESIRED WILL ANSWER EVERY LETTER RECEIVED PERSONALLY BY MAIL AT A COST WELL WITHIN ANY REASONABLE PROOF-OF-PURCHASE BUDGET.

Brand New . . . Scintilating . . . All America and Canada Open.
15-minute Audition Episodes Expressed Prepaid on Request to Any Agency or Advertiser.

MERTENS and PRICE, Inc.

RADIO CLASSICS

1240 South Main Street, Los Angeles, California

MAKE US YOUR HOLLYWOOD PRODUCERS

WEBC

Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR

And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

WTCN

OWNED AND OPERATED by
St. Paul Dispatch-Pioneer Press
The Minneapolis Tribune

AN ARDENT angler is Maj. Gladstone Murray, general manager of the Canadian Broadcasting Corp., who last year landed a 533 lb. tuna off Liverpool, Nova Scotia, and has been named an alternate member of the Canadian team in the International Tuna Tournament at Liverpool Aug. 27-29. He was scheduled for a business tour of the Maritime Provinces in mid-August.

Standard Oil Co. of Cal., San Francisco

Will continue throughout the Fall and Winter seasons its *Standard Symphony Hour* over NBC-Red network on the Pacific Coast, on the air without a break for 11 years. The *Standard School Broadcasts*, sponsored on NBC-Red on the Coast since 1928, will be resumed in September. Recently renewed time signals on 16 Coast stations three times a day, 7 days a week. McCann-Erickson, San Francisco, handles the account.

Standard Oil of New Jersey, New York

Will continue its *Esso News Reporters* on 15 stations indefinitely without change, through Marschalk & Pratt, New York.

Star Outfitting Co., Los Angeles and San Francisco

A consistent user of spot and live talent programs for the last seven years, will increase its radio activity during fall. Sponsor has been using an average of 12 stations during the past season, with quarter to one-hour daily programs, and will add to the list of California stations, having increased its advertising appropriation. Allied Adv. Agencies, Los Angeles, has account.

Stanfields, Truro, Nova Scotia

Starts September commercial announcement campaign for underwear several times daily for 13 weeks over Canada-wide list of stations. Agency is Richardson & MacDonald Adv. Service, Toronto.

Sterling Coal Co., Detroit

Will use radio spot time this winter in Detroit. Agency is Charles A. Mason Adv. Agency, Detroit.

Sterling Furniture Co., San Francisco

Off the air at present, they may return with spot announcements or a transcribed show this fall. Account handled by Long Adv. Service, San Francisco.

Stewart-Warner Sales Co., Toronto

Continues dramatic spot transcription campaign to end of November over 20 Canadian stations for radio division. Agency is E. W. Reynolds & Co., Toronto.

Sucher Bros., Detroit

Using Detroit stations to promote its coal, fuel oil and gasoline business. Agency is Simons-Michelson Co., Detroit.

Superior Pant Mfg. Co., Toronto

Plans using a spot campaign in Toronto, Hamilton and Ottawa this autumn and winter. Agency is Ellis Adv. Co., Toronto.

Superior Sea Foods Co., Los Angeles

Used participation in KNX, Hollywood, programs during March and April, is planning a nine-month campaign to start in early September for its Seafresh Seafoods. Campaign will be concentrated in Southern California. Type of program and stations to be used has not been announced. Agency is Hillman-Shane Adv. Agency, Los Angeles.

Sur-Way Sales Co., Los Angeles

Currently using 18 transcribed announcements on KGER, Long Beach, Cal., for its electric hairbrush, and will increase its Southern California coverage with additional stations starting in September, placing direct. Live talent and spot announcements will be used.

Sussman, Wormser & Co., San Francisco

Currently sponsoring the quarter-hour dramatic show, *I Want a Divorce* on NBC-Red network on the Pacific Coast. Plans to continue through the autumn. Agency in charge is Emil Brisacher & Staff, San Francisco.

Swift & Co., Chicago

Plans fall spot campaign in South, West Coast and New England for Allsweet margarine. Will use fall spot announcement campaign in South for Jewell shortening. May expand present test campaign for general meats, now on WHB, WDAF, KMBC, Kansas City, transcribed and live announcements in dealer campaign with names of local dealers broadcast. Agency is J. Walter Thompson Co., Chicago.

Sweets Co. of America, New York

Will start a radio test for Tootsie Rolls this fall through Franklin Bruck Adv. Corp., New York, although plans have not been completed yet.

Tabex Corp., Chicago

For its facial pads and nail polish has started a quarter-hour twice daily disc series on WHIP and WAAF and expects to expand the account nationally contingent on the test. MacDonald-Potter, Chicago, is agency.

Teegarden Products Corp., San Francisco

Plans to return to the air this fall after a summer lay-off following a nine week series on the CBS Pacific Coast network. In all probability will increase its radio time and may use a script show on one of the coast networks. The agency is Botsford, Constantine & Gardner, San Francisco.

Terminix Co. of So. California, Los Angeles

Radio is being considered in a regional fall campaign for its termite control. Agency is W. Austin Campbell Co., Los Angeles.

Texas Co., New York

Will start its dealer cooperative campaign in September, using a 15-minute transcription series, *Texaco Circle Service Boys*, once, twice or three times weekly as the dealer prefers. Agency is Buchanan Co., New York.

Tillamook County Creamery Assn., Tillamook, Oregon

Off for the summer months but will return to both NBC and CBS Pacific Coast networks in the fall season. It is possible that more radio time than heretofore used will be contracted. Last season used quarter-hour participations on home economics programs. Account placed by Botsford, Constantine & Gardner, San Francisco.

THAT Plus Coverage
THOSE "D" Markets
THEM Farm Audience

339,500 of 'em

(See CBS evening map, Primary and Secondary)

MISSOULA MONTANA **KGVO** NOW 5000 WATTS 1260 kc.

Covering that rich area between Butte and Spokane
CBS AFFILIATE

BOOST SALES
IN THE
NATION'S FASTEST GROWING MARKET
WITH

KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
SHREVEPORT, LA.
Represented by THE BRANHAM CO.

THE VOICE OF MISSISSIPPI
WJDX
5000 Watts
JACKSON
N.B.C.

MISSISSIPPI MARCHES ON!

CASH INCOME RISES
Cash income of Mississippi farms totaled $177,810,000 in 1937 — a five-year gain of 158%.

BANK DEPOSITS UP
Deposits in Mississippi's insured banks increased $19,000,000 in 1937 according to F.D.I.C. reports.

WJDX gives dominant coverage in Mississippi. Schedule WJDX and reach the active Mississippi Market!

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Cover Canada's Metropolis *with*
CFCF MONTREAL

Wise programming—superior entertainment—world-wide sporting events—Transradio news—are some of the reasons why the survey conducted by Might Research Bureau, Canadian affiliate of Ross-Federal, shows CFCF the "most listened to" station by a vote of

49.8%

Station "A" . . . 26.8%
Station "B" . . . 15.9%
Others 7.5%

CFCF & SHORT WAVE CFCX
(NBC AFFILIATE)

Representatives:
U.S.A.: Weed & Company Canada: All Canada Radio Facilities

Tidewater Associated Oil Co.,

Will use sports and news broadcasts on Yankee Network and eight other stations. Agency, Lennen & Mitchell, New York.

Tivoli Brewing Co., Detroit

Now sponsoring a sports review over WWJ and has just concluded a variety program over WMBC. Plans for fall not yet completed, but indications are that radio will continue to play a part in them. Agency is MacManus, John & Adams, Detroit.

Truly Warner Stores Corp., New York

Using announcements and sports programs on WSAI, Cincinnati, for men's wear. The company occasionally sponsors special events. Agency is Donahue & Coe, New York.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL

ATLANTA

In Washington

Environment

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE

SIXTEENTH AT H STREET

Opposite the White House Overlooking Lafayette Park

WASHINGTON, D.C.

Dr. Townsend Plan, Chicago

Using quarter-hour series, transcribed and live, on WCFL, WEBQ, WGIL, with plans for expansion during the fall. Burton-Keith, Chicago, is agency.

Now sponsoring the weekly quarter hour Townsend Radio Club on 11 California Don Lee network stations, will continue the series having renewed Aug. 8 for 39 weeks. In addition on Aug. 10 started for 52 weeks a weekly transcribed version of that program on XEMO, Tiajuana, Mexico and XEPM, Piedras Negras. Plans to expand during fall through Lisle Sheldon Adv. Agency, Los Angeles.

John F. Trommer, Brooklyn

Using daily spot announcements on WNBX for its beer. Has no plans for expansion. Agency is Cecil, Warwick & Legler, N. Y.

Underwood-Elliott-Fisher, Toronto

Extending autumn and winter Sunday afternoon piano recitals by Ernest Seitz, son of president J. J. Seitz, which have been running in Toronto for several years, to cover CFCF, Montreal, as well as CBL, Toronto. Agency is J. J. Gibbons, Toronto.

Union Oil Co., Los Angeles

On Sept. 8 will begin a series of weekly quarter-hour programs on *Woman's Magazine of the Air* on the NBC-Red network on the Pacific Coast, advertising its fly spray and glass cleaner. Agency handling the account is Lord & Thomas, San Francisco.

Union Pacific Railroad Co., Omaha

A consistent user of radio time, is using a weekly quarter-hour transcribed serial, *Strange as It Seems*, on 15 stations nationally which will continue through fall and early winter. Agency is Caples Co., Chicago.

United Air Lines, Chicago

No plans for fall spot, but planning a spot campaign for next spring and summer. J. Walter Thompson Co., Chicago, is agency.

United Biscuit Co., Chicago

Using quarter-hour man-on-street five weekly series on WWJ and WEBC with fall plans for possible expansion. Neisser-Meyerhoff, Chicago, is agency.

United Biscuit Co., Chicago

Beginning Sept. 26 will start the *Lone Ranger* on WTMJ and a program on WMAQ, Chicago, yet to be chosen. Sherman K. Ellis & Co., Chicago, is agency.

United Drug Co., Boston

Expected to conduct its usual semi-annual one cent sale of Rexall drug products in October and November, advertising the sale with five quarter-hour transcriptions, played once daily during the week of the sale on about 200 stations. Street & Finney, New York, is the agency for the account; the time is bought through Spot Broadcasting, New York.

U. S. Industrial Alcohol Co., New York

Will use some radio this coming winter for Super Pyro anti-freeze, but no plans will be made until late in August, according to B. M. Nussbaum, account executive at Lambert & Feasley, New York, agency in charge.

U. S. Maritime Commission, Washington

Has appointed Arthur Kudner Inc., New York, to direct advertising for the American Republics Line, operating steamships between New York and South America. Radio may be among the media used.

Utilities Engineering Institute, Chicago

Using five and 15-minute transcriptions on KEHE KFEL WBEN WLW CKAC KRLD WWVA WSYR and will expand in the fall to 50 stations. First United Broadcasters, Chicago, is agency.

Utica Knitting Mills, Utica, N. Y.

Will use spot announcements on about six stations, through John Thomas Miller, New York.

Univex Camera Co., New York

Using spot programs and announcements in about 20 markets. Agency: Simons-Michelson Co., Detroit.

U. S. Rubber Co., New York

Has no radio plans at present, but may use an announcement schedule. Agency is Campbell-Ewald Co. of New York.

Vadsco Sales Corp., New York

In addition to its Mutual and Yankee network program, the company will use, for Quinlax cough remedy, a few stations for transcriptions of the program. Network and spot stations will total 25. Lawrence C. Gumbinner Adv. Agency is in charge.

Vick Chemical Co., Greensboro, N. C.

For its cough-drops, the company will use spot announcements on about 80 stations, through Morse International, New York.

Vocational Service, Glendale, Cal.

Used spot announcements and quarter-hour programs on a group of stations nationally and will increase its coverage in fall with an extensive spot campaign. Agency is R. H. Alber Co., Los Angeles.

Walker-Gordon Laboratory Co., Plainsboro, N. J.

Continues its announcement campaign on WNAC, Boston, for its acidophilus milk, placed through Young & Rubicam, New York.

Maurice J. Walsh Ltd., Toronto

Starts in September transcription series *Famous Diamonds of the World* over Dominion-wide selected stations for its diamonds. Agency is MacLaren Adv. Co., Toronto.

Wander Co., Chicago

Will use spot on 14 stations as it did last year to supplement its *Little Orphan Annie* program on NBC-Red network for Ovaltine. Blackett-Sample-Hummert, Chicago, is agency.

Ward Baking Co., New York

Testing on WJZ, New York, five days a week, a serial, *Jane Arden*, which may be expanded to NBC-Blue network. A few stations will carry transcriptions of the program. Agency is Sherman K. Ellis, New York.

Weco Products Co., Chicago

Tentative plans include fall spot. J. Walter Thompson Co., Chicago, is agency.

Wesson Oil & Snowdrift Co., New Orleans

Plans to continue sponsorship of the serial drama *Hawthorne House* on NBC-Red network on the Pacific Coast. Agency is Fitzgerald Adv. Agency, New Orleans.

Participating on WOR's *Martha Deane* program five days weekly; will continue without change. Agency is Calkins & Holden, New York.

West End Brewing Co., Utica, N. Y.

Will continue its heavy schedule of chain break announcements throughout New England, placed through Compton Adv., New York.

Western Growers Protective Assn., Los Angeles

A heavy user of spot announcements during 1937. Using no radio at present and fall advertising plans not completed. J. Walter Thompson Co., Los Angeles, has account.

W. G. B. Oil Clarifier Inc., Kingston, N. Y.

Will use five, ten and 15-minute spots on about six stations this fall for oil filters, through Willard G. Myers Adv. Agency, New York.

White King Soap Co., Los Angeles

Will continue its thrice-weekly transcribed program *Lady Courageous* on 10 stations nationally, having renewed the series for 13 weeks effective July 8, with an additional 13 weeks option. Agency is Barnes-Chase Co., Los Angeles.

Willard Tablet Co., Chicago

Plans fall spot campaign on 40 stations in South and Midwest using five or 15-minute transcriptions. First United Broadcasters, Chicago, agency.

Williamson Candy Co., Chicago

For Oh Henry candy, now using 100-word transcribed spot announcements on seven stations recently adding WTMJ and KDKA with fall plans for spot on 30 stations on a national basis. John H. Dunham Co., Chicago, is agency.

Windsor House Ltd., Hollywood

Will use participating and women's programs in a regional campaign for its toiletries. List of stations and starting date of fall activities has not been decided. Alvin Wilder Adv., Los Angeles, has account.

Workman Packing Corp., San Francisco

Using spot announcements over scattered stations in the West but plans to increase its radio expenditure in the fall and may use a network program on the Pacific Coast. Agency: Tomaschke-Elliott, Oakland.

Rudolph Wurlitzer Mfg. Co., N. Tonawanda, N. Y.

For its musical instruments and courses in musical instruction will start thrice-weekly quarter-hour discs on WMAQ, Chicago, Aug. 15 with possibility of expansion. Schwimmer & Scott, Chicago, is agency.

MONTANA

Z

NET

KGIR BUTTE. KPFA HELENA

2 STATIONS for the price of 1

NBC—Red or Blue added without any other station

Member Pacific Northwest Coverage Group

KFPY—Spokane

KXL —Portland

KRSC—Seattle

KVOO and WAPI Now on Full-Time Directive Service

Special Programs Mark Event In Tulsa and Birmingham

INAUGURATING a new experiment with directive antenna arrays, designed to suppress mutual interference, KVOO, Tulsa, and WAPI, Birmingham, on Aug. 9 began full-time operation on the 1140 kc. channel, under special FCC authority. The event occasioned elaborate dedicatory programs in both cities.

The Tulsa event proved the occasion for a celebration attended by Oklahoma notables and important figures in broadcasting. Striking tribute was paid to William G. Skelly, Tulsa oil magnate and philanthropist, who owns the station, and to William B. Way, its general manager. KVOO, 25,000-watt NBC outlet, began its 18-hour per day operation after a number of years of part-time performance at night, and simultaneous daytime operation with WAPI, CBS 5,000 watt outlet.

Lauded by Sykes

In a letter of congratulation to Mr. Way, E. O. Sykes, FCC acting chairman, said: "I very well remember in the early days of the Radio Commission we authorized synchronous operation at night of these two stations (KVOO and WAPI). Had we known then what we do now about directional antennas, I am sure that experiment could have been made a success. I am delighted that the listening audience of these two stations will now have the benefit of continuous programs both day and night."

In a one-hour dedicatory program over the NBC-Blue network, NBC President Lenox R. Lohr praised the service of KVOO and also used the occasion to reiterate the right of "freedom of the air".

"It is only by the jealous guarding of these rights that advances such as KVOO celebrates tonight are made possible," he said. "And we must continue to guard them if our form of government is to survive.

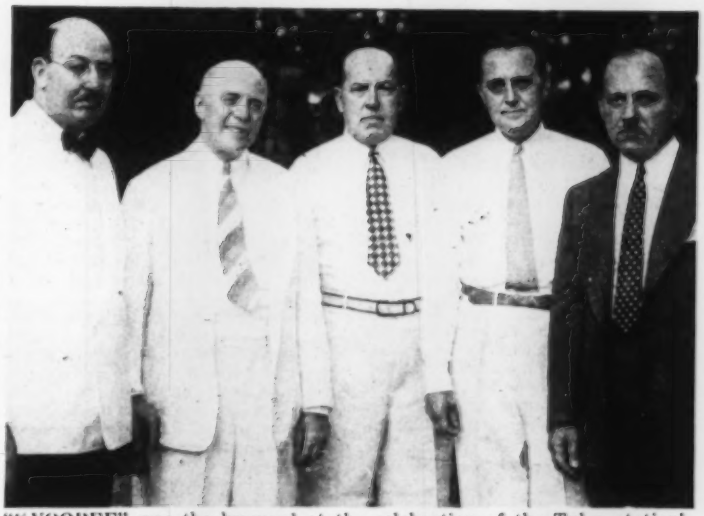
"Radio in America is not a channel for propaganda. The American audience is not compelled to listen to one program, dictated by a Government agency. The listener has the right to select any of the wealth of programs offered by the keenly competitive system of American broadcasting. The thumb and forefinger on the dial become a censor that, under our commercial system of broadcasting, cannot be disregarded. We could not long remain a free people if these fundamental rights were nullified. Our form of government demands freedom of expression for survival."

A message of congratulation from NAB President Neville Miller was read over the network by Ed Kirby, NAB public relations director. Also present on behalf of NAB was Philip G. Loucks, Washington attorney and reorganization counsel of the Association.

During the evening's ceremony brief addresses were made by a score of radio executives. Among those present were Niles Trammel and William S. Hedges, NBC vice-presidents; Edgar T. Bell and Gayle Grubb, WKY, Oklahoma City; Harold V. Hough, WBAP-KGKO, Fort Worth; James Moroney and Martin Campbell, WFAA, Dallas; Arthur B. Church, KMBC, Kansas City; Edward Petry, Edward Petry & Co., station representatives; Herb Hollister, KANS, Wichita; Marcellus Murdock, publisher, *Wichita Eagle* and general manager, KFH; Ed Zimmerman, KLRA, Little Rock. Executives of KTUL, Tulsa, including William T. Gillespie, general manager, also were present.

Mr. Skelly, in his address over the network, inadvertently alluded to "KVOR" (Colorado Springs station owned by the Oklahoma Publishing Co. interests operating WKY, Oklahoma City). Afterward he told his "live" audience that the "slip" was intentional, since he desired to show proper affection for his contemporaries. Several succeeding speakers jokingly alluded to the incident.

The *Tulsa Tribune* published a special edition Aug. 9 devoted to the KVOO dedication.



"KVOOPEE" was the by-word at the celebration of the Tulsa station's inaugural of full-time operation Aug. 9. Shown here are a group of "Kvoopeers" at the home of William G. Skelly, station owner and oil man, preparatory to the banquet. Left to right: William S. Hedges, NBC station relations vice-president; William B. Way, KVOO general manager; W. G. Skelly, KVOO owner; Niles Trammell, NBC Chicago vice-president, and Edward Petry, president of Edward Petry & Co.

NBC-AFRA Sign

AN OVERALL 10% salary increase was granted to announcers employed by NBC in New York for sustaining programs under the terms of an agreement signed Aug. 12 by NBC and American Federation of Radio Artists. The contract calls for a 40-hour five-day week, with minimum salary of $250 monthly for senior announcers and a graduated scale of from $110 to $175 monthly for junior announcers, network to make pro-rata deductions for time within this period taken for commercial work. The contract calls for sick leave and vacations in line with regular network policy; arbitration of disputes, although NBC reserves the right to hire and fire as it sees fit, subject only to state and national laws; and contains a no-strike clause. Signing of this contract, which does not touch on commercial fees, and which affects only announcers at NBC in New York, permitted the four-city singer-actor contract signed by NBC and CBS with AFRA last month [BROADCASTING, July 15] to go into effect Aug. 14.

WOAI DEDICATES its new studios and antenna Aug. 6. Here is Hugh A. L. Halff, president and general manager of the station, speaking during dedicatory program carried over Texas Quality and NBC-Blue networks.

New San Antonio Plant Is Dedicated by WOAI

COMPLETION of the new $50,000 studios and 425-foot vertical radiator of WOAI, San Antonio, was celebrated Aug. 6 in an all-day dedicatory program in which prominent radio and advertising notables took part. Specially prepared programs went on the air from the new studios, including broadcasts to NBC and Texas Quality Network. On the NBC program, Texas' Governor, James V. Allred, cited WOAI's contribution to radio progress in the Southwest.

Improvements in WOAI facilities include three entirely new studios, a new control room utilizing a three-panel console and new speech input equipment, revamping of the auxiliary 5,000-watt transmitter located in the studio proper, a new rehearsal and audition room and an entirely new private and general office setup.

The new auditorium accommodates 200. The auditorium, known as Studio A, Studio B and Studio C are grouped around the control room so engineers can watch from one point. During the dedication day some 4,000 visitors inspected the new facilities of WOAI.

Gala Inauguration Staged by WAPI

WAPI, Birmingham, celebrated both the inauguration of full-time operation and its 16th anniversary Aug. 9 with a special program from the stage of the Alabama Theater before a packed audience. A half-hour of the show was relayed to CBS, including an address by Rep. William Bankhead, Speaker of the House of Representatives, who read a passage from "Jim Bludsoe" to prove that his daughter Tallulah was not the only talented member of the family.

Three thousand persons in the audience joined with Stanleigh Malotte, organist, in singing favorite songs of the South. Speaker Bankhead was introduced by his daughter, speaking from CBS studios in Hollywood. Oliver Naylor's band provided the music.

WAPI, using directional antenna under a recent FCC grant now operates full time on 1140 kc., which it formerly shared nights with KVOO, Tulsa.

Signs 1939 Baseball

KELLOGG Co., Battle Creek, Mich., will sponsor baseball games on WBBM, Chicago, during the 1939 season. J. Walter Thompson Co., Chicago, is agency. The games, which were jointly sponsored this season by Socony-Vacuum and General Mills (Wheaties), will include the home games of the Cubs and Sox and broadcasts from the wire of games away.

Radio Service Stations

THE AUTO radio listener is now receiving service from gasoline stations along his route, Joseph J. Weed, president of Weed & Co., station representatives, has discovered through a recent survey of the motoring audience. Along with water, air and road data, service stations now tell tourists which stations can be heard best in the areas they will cross. Some of the companies are printing station logs on their sectional road maps.

NBC to Resume Video

NBC reports that work on W2XBS, its experimental television transmitter atop the Empire State Building in New York, is progressing satisfactorily and that the network's experimental video broadcasts will probably be resumed before Sept. 1.

HARRY G. KOSCH, general counsel for Allied Theatres of New York, is preparing an anti-ASCAP bill similar to that of the State of Washington, for introduction before the New York State Legislature next January. Theaters pay ASCAP a per seat fee for the right to perform copyright music, Mr. Kosch says.

KTFI, Twin Falls, Idaho, is expected to be linked to NBC by Oct. 1 when lines can be brought into that city. KSEI, Pocatello, its twin station, also owned by O. P. Soule, of Salt Lake City, was linked to NBC last March.

Purely PROGRAMS

Label Contest

KSFO, San Francisco, has started a contest among the station's 85 employes for package tops, labels and sales slips proving purchase of sponsors' products and services. Whoever produces evidence of the biggest dollar volume of purchases of the station's advertised items wins a first prize of $5. Runners-up win $3 and $2 respectively.

The Joy of Pets

SNAKES dominated a program Aug. 4 on WICA, Ashtabula, O., when representatives of the Cleveland Reptile Society broadcast on the station. Robert T. Jones, president of the group, along with his wife and son, told about the fun folks can have with cuddly little crawlers.

For specialized and intimate approach to the FOREIGN RESIDENTS

69%

OF METROPOLITAN NEW YORK

the answer is WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

Malone's Epic

WITH LISTENERS submitting verses, an epic poem based on the history of the United States is taking shape under the guidance of Ted Malone as a feature of his *Between the Bookends* program on WOR-Mutual. Mr. Malone, who suggests subjects to his listeners, is shaping the work to follow the course of American history. Employing a simple meter, easy to follow, he hopes to build the epic at the rate of about four stanzas a week into the world's longest poem.

* * *

On the Range

SHOOTING MATCH, with a dozen semi-pro riflemen competing, is sponsored each Sunday by KYOS, Merced, Cal., and described by Manager Johnnie Crews. Riflemen, sponsored by merchants in each community at a cost of $5 per broadcast, compete for prizes offered by KYOS.

* * *

Reports From Resorts

BIDDING FOR tourist business, a vacation-bound young couple motor up Minnesota's North Shore, discussing scenic beauties and advantages of sponsoring resorts en route on the weekly quarter-hour, *North Shore Travelogue*, of KDAL, Duluth.

* * *

Kiwanis Leisure

DOWNTOWN Kiwanis Club of St. Louis recently took over *At Your Leisure*, KMOX program devoted to spare time hobbies of St. Louis people. Kiwanians now dig up scripts and speakers for the feature.

I.Q.'s of Co-Eds

I. Q. TESTS for college co-eds were featured on the broadcast by KRLD, Dallas, of the annual A. Harris *College Co-Ed Week* and *Fall Style Revue* for the Dallas department store. Howard Bogarte, KRLD announcer, questioned 12 Dallas co-eds on colleges and college life, in groups of three at each of four programs during the week, the girls vieing with a dozen outsiders. Each day's winners got prizes, with final contest between all winners on day of the annual *Fall Style Revue*.

* * *

Which College?

TO HELP parents solve the problem of where to send their sons and daughters to college, two students from different colleges will be interviewed daily the week of Aug. 22 during *Feature Foods*, a participating morning series on WGN, Chicago. Helen Joyce and Martha Crane will conduct the interviews with students from girls schools, boys schools and coeducational colleges.

* * *

Mike Takes The Farmer

TOURING North Dakota with his portable transcription equipment, Earl Hodgson of the North Dakota Agricultural College extension service records programs on visited farms, telling of farm development and crops, for the daily *Man in the Country* feature of WDAY, Fargo.

* * *

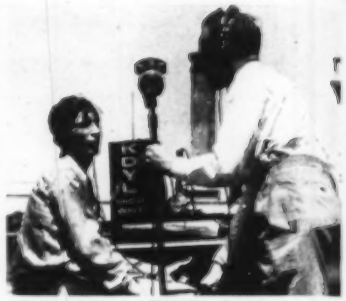
Rural Quiz

AGRICULTURAL quiz, *A Case of Questions*, on KMOX, St. Louis, Saturdays, brings together teams from Missouri and Illinois rural communities to compete for cash prizes. Charley Stookey, KMOX farm editor, conducts the program. Prizes are also given for questions.

* * *

For the Blind

BLIND artists are featured on *The Seeing Blind*, an half-hour daily program on WHIP, Hammond, Ind. The series is a variety show produced and given by blind artists under the direction of Mila Baker. It has created a strong listener following, according to WHIP.



UPS AND DOWNS of this broadcast business came out recently when KDYL, Salt Lake City, originated a coast-to-coast NBC broadcast, with shortwave pickup by Myron Fox direct from the high-wire on which Billy Crowson balanced and played an organ 200 feet above Main Street during "Covered Wagon Days", July 22-25—AND—when WHIS, Bluefield, W. Va., remoted from a Pocahontas coal mine an interview between Announcer Ed Kitts and John J. Lincoln, president of the Pocahontas Operators Assn., with Chief Engineer Pat Flanagan handling the pick-up.

* * *

Month of Drama

NEW technique in dramatic productions is that of *The Story of the Month*, a five weekly series quarter-hour morning series on NBC-Blue originating in Chicago. The show will present a serialization of a drama lasting just one month from beginning to end. Original romances, comedies, mysteries and adventure serials will be presented in succeeding months, the vehicle for August being "This is Sylvia" by William Meredith. Wynn Wright will direct the series and a different cast will be used each month.

* * *

Hope for the Heartbroken

DR. ERNEST R. TRATTNER, author and lecturer, is conducting *Something to Live For*, new series devoted to "those people, who, despite disappointment and heartbreak, have found something to live for," according to WMCA, New York, which broadcasts the half-hour programs each Saturday evening.

BUILT TO BUILD GOOD WILL

LEHIGH VERTICAL RADIATORS

Lehigh Vertical Radiators in operation throughout the world have proved their durability and efficiency. Whatever your requirement, Lehigh's years of experience in designing and fabricating can be of valuable assistance when contemplating a new antenna.

Radio Division

Lehigh Structural Steel Co.

17 Battery Place, New York, N. Y.
Plant at Allentown, Pa.

Illustrated: 300 ft. Shunt-Fed Lehigh antenna at WLAW, Lawrence, Mass.

Are your SOUND EFFECTS up to Standard?

A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded *from life* and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.

Standard Radio

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NORTHWEST'S LEADING RADIO STATION

KSTP

25,000 WATTS

OFFERS LIFELIKE RECEPTION · NEW TRANSMITTER · INCREASED COVERAGE · BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

Tips on Perishables

INTERESTING notes on fruits and vegetables and tips to the housewife on obtaining them at their best are the substance of *The Hoxie Fruit Reporter* on WHO, Des Moines, each morning. With Ernie Sanders at the mike, the program outlines menus and canning programs for each "green grocery" product as its season comes. Hoxie Fruit Co., wholesale distributors, is sponsor.

* * *

Program That Draws

TEACHING cartooning by radio is the latest in the line of novelty broadcasts coming out of San Francisco. Tony D'Orazi, cartoonist, is teaching his art by air, calling the series *Tony O'Dare the Cartoonist of the Air*. He broadcasts a quarter hour lesson in cartooning for children Tuesdays and Fridays from 5:15 to 5:30 p. m. (PST) on KGO, with another spot on the *Woman's Magazine of the Air*, at 2:30 p. m. Thursdays.

* * *

Programs on Trial

PROGRAMS go on trial before a real judge, with the listening audience as jury, in *Court of Public Opinion*, heard weekly on WINO, West Palm Beach. Conducted throughout in strict accordance with judicial procedure, orchestras, soloists, news broadcasters and comedians are presented in evidence to prove the merit of challenged programs.

* * *

Who Wrote It!

LISTENERS try to spot famous quotations on William Winter's *Quotation-Location* on WBT, Charlotte, N. C. The audience identifies by chart quotes posed by Mr. Winter and mails answers. Perfect scores are announced on the following week's program.

* * *

Ask WBT Another

RADIO bureau of information, answering listeners' questions on any subject except law, medicine and religion, is the idea of the weekly half-hour *What Would You Like to Know?* carried on WBT, Charlotte, N. C., under the direction of William Winter.

* * *

Never the Same

SHOWCASE of the various acts, soloists, teams and groups identified with *Grand Slam Revue*, recently started at KDKA, Pittsburgh, and fed to NBC-Blue on Thursdays, presents a different set of entertainers each week, with the studio orchestra, directed by Maurice Spitalny.

Studio Notes

WEVD, the Eugene V. Debs Memorial Station in New York City, moved into new modernistic studios at 117 W. 46th St., in early August, occupying four studios, one of which will accommodate an audience of 100. At the same time it announced plans for its *University of the Air* programs this fall, to include debates, forums, symposiums, interviews, musicals and dramatics of an educational character.

WOR joins the farm parade Aug. 15 with the inaugural of *Voice of the Farm*, a new Monday and Friday 12:15 p. m. series to be handled by Everett Mitchell as m.c., with authorities on farming as guests.

KOIN, Portland, Ore., announces a new rate card (No. 6) with several adjustments effective Sept. 1. New rates quote evening quarter hours at $65, evening five-minute spots at $50, daytime quarter hours at $32.50 and daytime five-minutes at $27.50. KOIN quotes onetime rates only and does not offer frequency discounts.

WROK, Rockford, Ill., has established a remote studio in the Smith Bldg., Freeport, Ill., a community of 25,000 just 29 miles away. Full time lines were installed and WROK is now carrying about three hours a day from Freeport, according to Lloyd Thomas, WROK manager. Mrs. Rena Staas, formerly with WLS, Chicago, is in charge of the Freeport studio.

COOPERATING with the Washington Police Department, WRC, Washington, carries a daily *Missing Persons Bureau* at 12 midnight, listing names and descriptions of persons reported as missing to the police. The new service supplements the previous arrangement under which WRC made the announcements upon request of the police department.

CALL letters CFOS have been assigned to Howard Fleming of the *Owen Sound Sun-Times*, Owen Sound, Ont., for a 100-watt station to operate on 1370 kc.

KSFO, San Francisco, has signed with International News Service for its releases for news periods. A series of news broadcasts will be launched on the station before the end of the current month, it was stated.

WHBF, Rock Island, Ill., will hold its third annual soft ball tournament Aug. 21, 28 and Sept. 4 under the direction of Ray Anderson. Sponsored by the station, the tourney has attracted 28 teams and the winning team will be given an all-expense trip to Chicago to see a major league game.

KATE, Albert Lea, Minn., has established its own Twin City offices in the Rand Tower, Minneapolis, with Aldea R. Grimes in charge.

KGFW Dedicates Studio

KGFW, Kearney, Neb., recently transferred to new ownership and management, on Aug. 9 dedicated its new studios in Kearney and on Aug. 10 opened its new remote studios in Grand Island. Studios are equipped with RCA apparatus and new transmitter is a Collins 300F. William Baker is now manager of KGFW, having succeeded Clark Standiford, former half owner who sold his interest to K. H. Dryden. The other half is owned by Mrs. Hugh Brown, wife of the publisher of the *Kearney Daily Hub*. The station staff includes Emma Baker, program and continuity director; Walter Ely and Lee Gustafson, engineers; Al Brown, Gray Sterling, Harley Hubbard, Ray Harrison, B. Bone, J. Kahn and Bob Minnick, announcers.

If you are thinking about

JEWISH ADVERTISING

Think of

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NEW YORK

Jewish Market Information — *Merchandising Service*

'ANY MORTGAGES' YOU SAY? —WHAT'S THEM?

Here in this fertile Red River Valley, our average farmer is too prosperous to know much about mortgages and such. His farm lands and buildings are worth 33% more, on the average, than those in the rest of the West North Central area [$927.18 as against $695.62]! And he's got cash to pay for anything he wants!

WDAY is the ONE station that serves the entire, rich Red River Valley—and the only chain station within 190 miles! . . . Why don't you send for the whole WDAY story?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

NEW PORTABLE PLAY-BACK

Plays 10, 12, 16 inch records. Operates on AC DC current at dual speeds.

ATTENTION

Radio Stations, Advertising Agencies, Program Producers—Use this machine to sell prospects on their own ground. Its completeness and simple operation together with its new low price makes it desirable for everyone.

See Your Dealer or Write

SOUND PROJECTS COMPANY

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• Radiomen . . .

this new booklet sent to you **FREE**

Just off the press! 48 pages of interesting facts and illustrations. It gives our tested plan for a future in Practical Radio Engineering. Write today.

One-Year Residence Course in Practical Radio Engineering

BEGINS SEPT. 19th

Class now forming for complete one-year engineering course. Modern equipment. New building. Send for complete details. Building and laboratories open daily for inspection. Visitors welcome.

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-8 3224 16th Street, N. W.
WASHINGTON, D. C.

Corrigan's Return Is Vividly Covered

Networks Pick Up Aviator on Boat and Follow Closely

NEW YORK'S reception to Douglas Corrigan on his return to America from his famous "wrong way" flight to Ireland was thoroughly covered by the national networks and a number of local stations.

Beginning July 31 with a conversation between Corrigan at sea on the *Manhattan* and George Hicks in New York, broadcast on NBC-Blue, every move of the "wrong-way" flyer was reported to the radio audience.

On Aug. 2, NBC broadcast a description of Corrigan by a fellow passenger on the *Manhattan* and a two-way conversation between the flyer and his brother Harry, in New York. Aug. 3 CBS put another ship-to-shore conversation on the air. The next day Hicks and John Wolf of CBS boarded the ship off the Massachusetts coast and each put on several broadcasts describing the boat's progress and its entrance into New York harbor. Mutual joined in on Aug. 3 with Al Josephy's description of the official reception committee's preparations and a conversation, ship-to-shore, between Corrigan and the Mayor's aides, and also covered the arrival on Aug. 4.

Scoops and More Scoops

On Friday, MBS scooped the other networks with a pre-parade interview with Corrigan, after which it joined NBC in describing the flyer's triumphal progress up Broadway to the City Hall, which was also broadcast by WNYC. All networks and WNYC broadcast the official welcome by Mayor LaGuardia and the luncheon given by the New York Advertising Club. WMCA carried the Mayor's reception. CBS returned that evening to describe the scene at the Yankee Stadium and MBS broadcast from the Lewisholm Stadium and the reception of the Irish Societies. WBNX broadcast the banquet of the Dublin Society the following evening, Aug. 6, from 10:30 to midnight, at which Terry Long, station's Irish sports announcer, served as toastmaster.

WAAT, Jersey City, utilized its wire to Newark Airport for a broadcast and newsreel shots showed that WAAT mikes were first to reach the flier as he stepped from an American Airlines transport plane arriving from Boston. Feature was handled by Bob Becker, special features director, assisted by Frank Reynolds and Pat Rosano. The WAAT crew followed Corrigan throughout his stay in Newark and where lines were not available use was made of a Presto recording outfit.

Boston, Newark, Baltimore and Washington were equally alert in bringing to listeners the wild receptions given the ocean flyer. Several interviews emanated from planes in flight and other stunt programs were carried by stations, with occasional portions being fed to networks.

Moody MBS Series

MOODY BIBLE INSTITUTE, Chicago (religious), will start a half-hour Sunday afternoon series Sept. 25, 2-2:30 (EST), on seven Mutual stations with the program originating at WMBI, Chicago, by the Institute. The series will feature lectures by Will H. Houghton, president of the Institute, and music of student chorus. Stations carrying the program are WHN WSAI CKLW WAAB WFIL WOL WCAE. Station list may be expanded during the fall. Agency is Critchfield & Co., Chicago.

GENE & GLENN, song-and-patter radio team, returned Aug. 8 for their first series in four years over NBC-Red, to be heard Mondays through Saturdays at 8:15 a. m. The team recently has been broadcasting locally over NBC Pacific Coast stations.

BRITISH Broadcasting Corp. will shortly begin clearing a site adjacent to its Broadcasting House in London for an office and studio extension which will be ready in late 1940.

Farnsworth Shows Visual Equipment

Demonstration in Los Angeles Shows Company's Progress

THE LATEST advancement in television as developed by Farnsworth Television, was demonstrated in Los Angeles Aug. 3 to scientists, capitalists and the press. George Everson, secretary, and for 12 years active in the firm's progress, put on the demonstration at 214 S. Vermont Ave., that city, in the studios of Television Inc. It was similar to that staged by Farnsworth in Philadelphia some months ago.

The Farnsworth equipment, manufactured in San Francisco and brought to Los Angeles for the demonstration, made pickups from both live and inanimate subjects. The pictures, each consisting of 441 lines, were transmitted at the rate of 30 per second. Direct transmission brought a clearly defined reproduction to the receiver's 9x12-inch screen. Pictures were clear, sharp and comparable to motion picture projection. Sound too was clear. They reproduced in black and white with a greyish tone background. Everson also was televised explaining the progress made by Farnsworth since the first experiments in Los Angeles 12 years ago. Only one camera was used, precluding an unbroken continuity of action.

Says 50 Miles Is Possible

While the Los Angeles demonstration was around 75 feet, Everson declared that similar quality and definition could be obtained over distances up to 50 miles from a transmitter. He said that German scientists are utilizing Farnsworth patents and are making remarkable progress in quality. He pointed out that German engineers have achieved a 700-line image televised on a screen 6½ feet square and that their progress is far ahead of that in England.

Mr. Everson indicated that commercial television in the United States only awaited authorization by the government. He also claimed that scientific television is sound and practical so far as broadcasting is concerned. Everson expressed the belief that "the next nine months will see very definite activity in the commercialization of television".

"I believe that in five years television receivers will be as common as radio receivers are now," he added. Everson expressed the opinion that the first receivers, with a 9x12-inch screen, will retail for from $350 to $450. Smaller models, with a 5x6-inch screen, will cost about $200.

New Prices!
New Products!

Your files of radio communication components will not be up to date without a copy of the 1938 Bliley Catalog which describes the line of Bliley Crystals, Holders and Ovens for all frequencies from 20kc. to 30mc.

Of special interest are the high frequency crystal units, types MO2 and MO3, for frequencies above 7500kc. Designed to provide greater stability and reliability under severe conditions, they are particularly adapted for mobile and portable applications.

Write for your copy today—just ask for Bulletin G10.

BLILEY ELECTRIC CO.
UNION STATION BLDG. « ERIE, PA.

"The Crystal Specialists Since 1925"

SCIENTIFIC LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 **$40 Each**

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Two Way Communication

List Price $15 Per Station

Inter-office, remote studios, office to office, house to garage. Hundreds of other uses. Simple to install. Any number of 'phones on same line.

Microphone Division
UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane, Inglewood, Calif., U.S.A.

Ultra-High Bands Granted Extension

FCC Order Covers Services in 30,000-300,000 kc. Class

ALLOCATIONS in the ultra-high frequencies from 30,000 to 300,000 kc. to specific services, including the various broadcast services, were extended from Oct. 13 to April 13 by the FCC on Aug. 2.

Exempted from the extension were noncommercial educational broadcast stations which already have received allocations as of Oct. 13, and emergency service stations including municipal and state police, marine, fire and forestry.

Insofar as allocations to broadcast services in the bands below 60,000 kc. are concerned, such as two television channels, relay broadcast stations facsimile and high-frequency broadcast stations, the six-month postponement order does not definitely mean that allocations to these services will not be affected prior to the new date. The Commission is free to make allocations any time it is ready to those services but it has until the new April date to do so if it requires the time.

Dispute Over Ultra-Highs

Virtually all of the present broadcast services, such as relay, facsimile and high-frequency broadcasts (both frequency and amplitude modulation) are in the band below 60,000 kc., along with the noncommercial educational stations.

Above 60,000 kc. there are five television bands of 6000 kc. width, relay channels for pack relay transmitters and other general experimental broadcast operations. These are in the band from 60,000 to 108,000 kc. In the bands above 144,000 kc. to 300,000 kc., where a number of experimental television services were tentatively included, some dispute has developed and it was largely because of developments at the June 20 ultra-high frequency hearings with regard to these frequencies that the six-month postponement was decided upon.

It was pointed out the action will permit more time to consider the record of these recent hearings and to work out allocations on a more orderly basis.

Insofar as the order relates to services other than the emergency service and non-commercial educational broadcast stations, which are allocated as of Oct. 13, the order will provide:

1. Extension of existing licenses of all *general experimental stations* which authorizes the use of any frequencies above 30,000 kc. until 3 a. m. (EST), April 13, 1939, permitting operation in exact accordance with the existing Rules and Regulations governing the operation of stations in the Experimental Service.

2. Requirement that all stations operating within the frequency band 30,000-60,000 kc. do so upon the additional and express condition that no interference shall be caused to stations operating in the emergency service or non-commercial educational broadcast bands.

The Commission explained that the protestants at the June 20 hearing stipulated that they had no objection to allocations by the Commission for frequencies between 30,000 and 60,000 kc.

THE LATEST IN TRANSMITTERS

New KNX Plant Includes Innovations; Building Has Expansion Joint for Quakes

WITH formal dedication of the new $350,000 KNX, Hollywood, transmitter in Columbia Park, Torrance, Cal., tentatively set for Sept. 10, CBS West Coast headquarters will be the most modern and complete radio plant in the world, according to Donald W. Thornburgh, vice-president in charge of the network's Pacific Coast operations.

"The new CBS facilities in Southern California represent an investment of approximately $2,000,000 and incorporate all the most recent radio discoveries," Mr. Thornburgh said. "We are elated to be able to place the new transmitter in operation so soon after dedication of our new Hollywood studios at Columbia Square. They give us now the only complete new broadcasting station throughout in the world."

Located four miles from the Pacific, on land which the King of Spain granted in 1785 to Juan Jose Diminguez, one of the early California Dons, in 1785, the Torrance City Council designated the 37-acre transmitter site as Columbia Park. The white and red concrete building resembling in exterior design a swank country club, sits back from the highway approximately 30 yards, facing a lawn landscaped with trees and flowers. Some hundred yards to the rear of the building is the 490-foot Ideco vertical radiator, built by International Derrick & Equipment Co.

Quake Resistant

The transmitter structure is built in two sections, separated by a six-inch expansion joint, and will withstand a far greater lateral shock than has ever been recorded, according to James Middlebrooks, CBS engineer in charge of construction. He declared it is practically disaster-proof, and in case of emergency insures Los Angeles county of communication with the outside world. The transmitter can be operated independent of outside supply sources. It has its own well and water supply. In case of power interruption in the two lines each of which carries 16,500 volts, a 185-horse power gasoline generator has been installed to supply automatically 5 kilowatts of power. There is also an emergency receiving set.

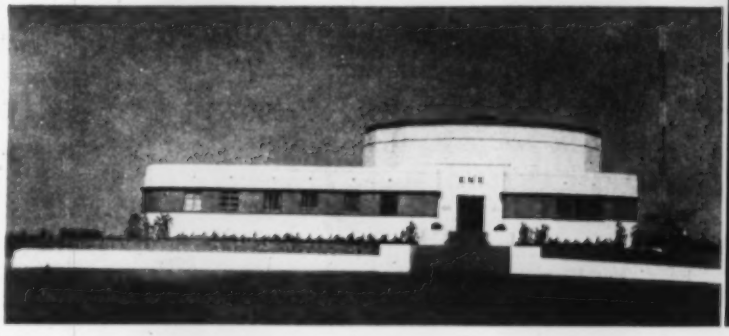
A polysided room houses the new RCA Model 50 D, 50,000 watt transmitting apparatus. In front of a 40-foot panel stands a control console at which the operation engineer is stationed. A walk bordered by a railing and glass shield leads completely around the room. To the rear of the panel is a well to the foundation floor of the building. This gives full view to the equipment in operation, with exception of the large transformers, which are housed in a concrete vault for safety purposes. Two wings branch off the central section of the building. One provides office space for engineers. The other includes a laboratory, storage room and bachelor apartment for engineers at the plant.

Every precaution has been taken for the safety of the employes and visitors. Every piece of metal in the building has been grounded. Each door leading to live power has been equipped with both an automatic electrical and a mechanical switch, which grounds the power. A safety fence approximately 50 yards in diameter has been erected around the base of the tower.

The entire transmitter building is of functional design and includes the most recent developments in radio science, such as the negative feedback, which reduces harmonic distortion and carrier hum to a minimum. The transmitter, Middlebrooks predicts, will operate at 75% efficiency, as compared to 26% for the average plant.

The 490-foot Ideco tower is constructed to withstand lateral earth shocks, and winds of 120 miles per hour. It is a uniform cross-section, guyed, vertical steel tower, supported by a porcelain insulated base on a concrete foundation. A copper mat of 130,000 feet of wire at the foot of the mast aids the conductivity of the radio waves. At the top of the tower is a beacon which flashes 20 times per minute, and which, on a clear day, is visible 20 to 30 miles. Other safety lights are located on the six guys which support the tower, and all beacons are automatically illuminated by a photoelectric cell when visibility becomes dim. The transmitter plant is entirely RCA equipped.

THOS. LEEMING & Co., New York (Baume Bengue, Pacquin lotion), on Oct. 17 will start a musical program on WABC, New York, featuring Richard Maxwell. The program will be heard Tuesdays, Thursdays and Saturdays at 9-9:15 a. m., through Wm. Esty & Co., New York.



TO BUILD its new transmitter plant, KNX, Hollywood, spent $350,000 and incorporated many innovations. It is to be dedicated Sept. 10 and is the latest unit in CBS's Southern California facilities. Equipment is RCA throughout. The 490-foot Ideco vertical uniform cross-section tower, designed to withstand lateral earth shock and 120 m-p-h wind, was built by International Derrick & Equipment Co. of Cal.

DuMont Video Interest Acquired by Paramount For Movie Experiments

INTEREST which motion picture producers have consistently shown in the development of television took tangible form last week when Barney Balaban, president of Paramount Pictures, announced that this company had arranged to purchase an interest in Allen B. DuMont Laboratories and to advance funds to this company for further experiments in video broadcasting.

The DuMont organization, which has been manufacturing cathode ray tubes for use in scientific instruments and especially in television cameras and receivers, last May demonstrated model video receiving sets to the public in a New York department store, picking up one of NBC's experimental television broadcasts. DuMont also has an application before the FCC for a television transmitter for experimental use in the New York metropolitan area.

Details of the arrangement between Paramount and DuMont were not available. All requests for information at DuMont were referred to Paramount, which refused to augment its official announcement. In answer to direct questioning, however, a Paramount official told BROADCASTING that the step was made "to allow Paramount's picture and theatrical technique to be applied to television whenever and however this new entertainment medium develops." It was also disclosed that Paramount is extremely interested in the possibilities of sight broadcasting as theatrical entertainment, with paid audiences viewing televised plays or sports events in theatres.

The only other film producing company to have a television affiliation is RKO Radio Pictures, a subsidiary of RCA and hence allied with the experiments of that company and NBC in the manufacture and use of television broadcasting equipment. Warner Brothers Pictures is a major stockholder in Transamerican Broadcasting & Television Co., but this organization so far has devoted its attention to sound broadcasting without entering into the sight transmission field.

Surveys Planned to Find How Advertising Works

MILLER FRANKLIN & Co., New York research firm, has been retained by two networks and several advertising agencies to conduct a series of advertising surveys, including one at the New York World's Fair. The first "mass interrogation" survey on radio, will be done at Chautauqua, N. Y., Aug. 22-27, using transcriptions to find a new method of rating programs on the air and under consideration.

Listeners will be asked to fill in questionnaires giving their opinions and reasons for their votes. While the Chautauqua audience is probably above the national mental average, similar tests will be made at the Trenton State Fair, among the Atlantic City crowds and, next winter, in Florida. This is the first work of the kind the organization has done, and these early tests are preliminary to the big job at the World's Fair, where rest halls will be equipped to canvass the public's tastes in radio.

Struck Twice

ABOUT a month ago lightning struck and destroyed antenna meters and tuning devices of the directional antenna of WFLA, Tampa, Fla. Secure in the belief that lightning never strikes twice in the same place, new equipment was immediately installed in the same location. Two days later lightning struck again—and destroyed the new layout. Once again WFLA replaced the equipment and now waits to prove the adage, "the third time is a charm".

WNYC Probe Delayed

LEGAL complications arose to postpone the questioning of Morris Novik, director of WNYC, New York, by the City Council, following charges that the station has broadcast "Communist propaganda" [BROADCASTING, March 15]. Mr. Novik was served with a summons to appear before the Council's special committee on Aug. 10, but counsel for the city contends that the committee can do nothing without the approval of the Mayor and, pending settlement of this question and of the Mayor's approval, the hearing has been postponed. When Mr. Novik appears, other witnesses called will include James R. Angell of NBC; Alfred J. McCosker, WOR; William S. Paley, CBS; F. A. Willis, CBS; Walter Neff of Neff-Rogow, and other radio executives.

CONSENT DECISION ON WMCA REACHED

IN A CONSENT decision made public Aug. 2, the National Labor Relations Board issued an order against the Knickerbocker Broadcasting Co., (WMCA) New York, pursuant to a stipulation entered into April 21 by counsel for the company, the NLRB, and American Guild of Radio Announcers and Producers.

The agreement, which settles charges of unfair labor practices filed by the union several months ago, provides that Knickerbocker Broadcasting Co.:

Cease discouraging membership in the Guild or any other labor organization and in any other manner interfering with, restraining, or coercing its employees in the exercise of their rights under the National Labor Relations Act;

Offer reinstatement with back pay to three employes, as follows: James F. Clemenger, $216; Richard Blayne, $988; and Anton Leader, $385.

Upon request, bargain collectively with American Guild of Radio Announcers & Producers as the exclusive representative of all announcers, production employes, and assistant directors in respect to rates of pay, wages, hours of employment, and other conditions of employment.

Post copies of the Board's order in conspicuous places throughout its plant for 30 days.

AS THEY did at their last two conventions, officers and spokesmen of the National Association of Music Merchants and the National Piano Manufacturers Association, meeting in Chicago the first week in August, again reported that the music business is good and that radio has proved a spur to appreciation of music and is helping sell instruments.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

First class experienced announcer with operator's license. Local western station. Write Box A76, BROADCASTING.

Combination man, salesman-announcer, September first. Salary and commission. Experience necessary. Prefer Western man, single, good references. Give complete information first letter. KIUP, Durango, Colorado.

Wanted—Experienced radio advertising man for 250-watt station in Ohio. Must have references as to character and previous employment. Permanent position for right man. Boozer, sport not considered. Box A73, BROADCASTING.

Salesman Wanted

Here's a splendid opportunity with a square-shooting outfit for experienced local time salesman. Prominent Southern network outlet will pay liberal weekly salary plus commission to right man. Native of South preferred. Station has no house accounts. You can reply in absolutely complete confidence. Box A65, BROADCASTING.

Situations Wanted

First class licensed engineer, operator, employed in small station, desires change. Will go anywhere. Box A38, BROADCASTING.

Licensed, experienced engineer. Now employed as assistant program director and announcer. 23 years old, married. Desires change. Box A72, BROADCASTING.

Employed all around announcer. News specialty. 26. Single. 5 years experience including writing. For good reasons, wants change to eastern or southern station. Box A69, BROADCASTING.

Versatile university trained lady. Good broadcasting voice for singing or announcing. Continuity writer. Music and dramatic ability. Best references. Will go anywhere. Box A68, BROADCASTING.

Continuity, production, publicity. Now employed: Two college degrees. Fine record. Wants creative program-building position with progressive station. Box A63, BROADCASTING.

Announcer, continuity and copy writer, fine tenor voice. Broad knowledge of merchandising, advertising and sales promotion. Would like to locate in Middle West area. Box A57, care BROADCASTING.

Broadcast Operator—6 years operating experience, engineering degree, now employed radio manufacturing company, desires change to progressive station. Box A70, BROADCASTING.

Successful local station sales executive desires management proposition. Ten years experience. Can invest up to thousand dollars. Not interested in ordinary sales position. Box A71, BROADCASTING.

Engineer, First Class Radiotelephone license. College. CREI graduate. Have designed and built radio equipment. Will work for any progressive station. C. C. Parnell, Sledge, Mississippi.

COMMERCIAL MANAGER — Age 35, sober. Excellent record speaks for itself. Best references. Available in two weeks. All replies answered. Box A75, BROADCASTING.

Station manager or salesmanager. Excellent 10-year record. Local and national sales ideas and promotion. Successfully built two stations to highly profitable basis. Family man. Splendid references. Western Station. Available September first. Box A48, BROADCASTING.

Situations Wanted (Cont'd.)

Engineer, considering change, desires opportunity develop new station anywhere. 28, married, nine years radio, C.R.E.I. trained. Western Electric a specialty. Now with CBS regional in East. Personal interview when possible. References. Open. Box A66, BROADCASTING.

Continuity manager desires change. 13 years head of commercial and sustaining script writing departments of high power network station in million population metropolis. Owner of most comprehensive musical and dramatic files south of New York. References. Box A67, BROADCASTING.

A go-getting Sports announcer, specializing in Hockey and Baseball broadcasts which you can see, is looking for position in your station. Results guaranteed. Finest references. Neither smokes nor drinks. Reasonable salary. Hard worker. Box A64, BROADCASTING.

Station Manager Available

This man can prove his ability by virtue of successful present performance. Agency background prior to station managerial experience has fortified him with complete marketing knowledge from sales promotion, programing, production and writing to *intelligent selling* in local and national field. $6000 and "make-good" bonus. Box A45, BROADCASTING.

For Sale—Miscellaneous

Antiques—Curios

Old glass. Dolls. Curios. Coins. Indian relics. Minerals. Stamps. Catalogue 5c. Indian Museum, Northbranch, Kansas.

Photo Reproductions

Save money on publicity photos. Same quality or better than your originals at quantity prices. Photo Post Cards a specialty. Graphic Arts Photo Service, 295 Market Street, Hamilton, Ohio.

Wanted to Buy

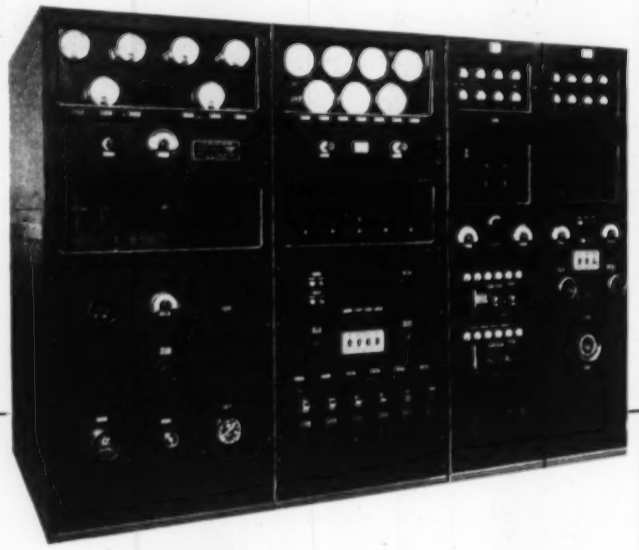
Experienced station operator will buy all or substantial interest, or will lease or manage radio station in good market. Prepared to make sizeable investment. Write full particulars. Box A51, BROADCASTING.

WANTED

5 Kw. or 1 Kw. Transmitter, not more than 3 years old. Send full particulars to Box A62, BROADCASTING Magazine.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.



FOR SALE

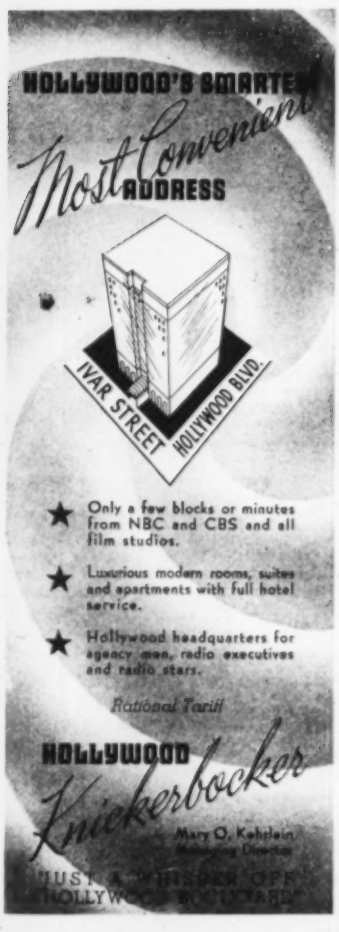
10 Kilowatt Broadcast Transmitter. In good condition, complete with all power equipment. RCA Model A-10-A. For information apply Box No. A-74, BROADCASTING.

Poppele Describes Mike With Versatile Qualities

A MICROPHONE that can be made either directional or semi-directional or multi-directional at the flick of a switch was described by J. R. Poppele, engineering director of WOR, Newark, during an address to the Radio Workshop of New York University on July 26. This new microphone is not yet on the market, he said, but is now being tested by WOR-Mutual engineers in broadcasting the summer symphony concerts from Robin Hood Dell in Philadelphia.

Especially designed for musical programs, the instrument can be adjusted to pick up sound from all directions or from the front and back with the sides dead, or from the front only. Mr. Poppele also gave the students a brief history of the engineering side of broadcasting from the early days to the present, explaining why the K and W call letters came to be assigned to all U. S. stations, how the directional antenna was developed to avoid interference of high-powered stations and to lay down a strong signal in a station's major market area, and glimpsing into the future of such recent developments as facsimile and television.

BERT KALMAR and Harry Ruby, Hollywood song writers, have been signed to do a series of tabloid musical productions for the *Burns & Allen* series scheduled to start Sept. 30 on 97 CBS stations under sponsorship of Liggett & Myers Tobacco Co. (Chesterfield). John P. Medbury, Harvey Helm and William Burns, writers on previous *Burns & Allen* sponsored programs, have been signed for the new series.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HOLLYWOOD
Knickerbocker
Mary O. Kahrlein

Equipment

RCA transmitter, speech input and microphone equipment and a 321-foot Blaw-Knox self-supporting vertical radiator are being installed for the new WDAN, Danville, Ill., which is building studios in Danville's Hotel Wolford and a transmitter building on the edge of the city. The 250-watt daytime station on 1500 kc. will be operated by the *Danville Commercial-News*, a Gannett newspaper, and expects to be on the air by Oct. 15.

NEW transmitter is to be erected on a site near Waterbury, Conn., recently purchased by WATR. The WATR control room is at present located three buildings away from the studios, and operates directly, with announcers conducting programs through a buzzer system and no operators in the studio building during broadcast periods. The setup was designed by Harold Thomas.

WFAA, Dallas, has completed installation of its 100-watt apex ultra-high frequency transmitter, W5XD, operating on 31.6 meg., on top of the Tower Petroleum Bldg., Dallas. Ray Collins, technical supervisor, reports tests to date are satisfactory.

THE courts having sustained the FCC's decision authorizing WATR, Waterbury, Conn., to change frequency from 1190 kc. to 1290 kc., and to increase its power from 100 to 250 watts, using directional antenna, the Commission on Aug. 3 advanced the date of completion from Oct. 3, 1938, to April 3, 1939.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., is distributing a neon trigger light for increasing ease, visibility and accuracy in observing the stroboscope while in rotation. It connects with any AC plug and is fitted with a push-button switch. The device can be used in conjunction with instantaneous or wax recording machines. Universal also manufactures wax and instantaneous recorders in portable professional, school, college and other models.

GATES RADIO & SUPPLY Co., Quincy, Ill., has announced addition of a second manufacturing unit, Gates American Corp., to specialize in marine, aircraft and police transmitters. Main factory and offices of the new unit are also in Quincy.

KLZ, Denver, has purchased an RCA 100-F 100-watt ultra-high frequency transmitter.

STARBIRD Electronic Products, new Hollywood firm located at 1829½ Mariposa St., that city, is manufacturing a new type of microphone boom. Firm is headed by George A. Starbird, engineer and designer of the equipment. O. H. Nance Jr. is sales promotion manager.

RADIO set licenses issued by the Canadian Government during the 1937-38 fiscal year, for which listeners pay $2 per radio, totaled 1,104,207, compared with 1,038,500 during the preceding fiscal year, reports the Canadian Resources Board.

WHBC, Canton, O., applied to the FCC Aug. 6 for modification of its CP to replace present composite equipment with RCA 250-watt equipment throughout, including new transmitter and 492-foot vertical antenna, and to move the transmitter to Hills & Dales Road, just outside Canton.

RETURNING from his vacation in Alabama and Georgia, Melivin Myer, assistant station manager of WFLA, Tampa, was traveling within 50 miles of Tampa when the rear door of his car came open and his 6-year old son Marshall fell out, tumbled over the embankment and was severely bruised.

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ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

JULY 30 TO AUGUST 12, INCLUSIVE

Decisions . . .

AUG. 2

MISCELLANEOUS—WCAO, Baltimore, granted CP change equip.; KTRI, Sioux City, Ia., granted license for CP new station; WSAU, Wausau, Wis., granted license for CP increase D to 250 w; WPIC, Sharon, Pa., granted mod. CP; WCOU, Lewiston, Me., granted mod. CP trans., radiator, etc.; WMSD, Sheffield, Ala., granted mod. license move to Muscle Shoals City.

ORAL ARGUMENTS—Ex. Rep. I-664, King-Trendle Bcstg. Corp., Grand Rapids, and WSBT, 10-13-38; Ex. Rep. I-680, WNEW, 10-13-38; WRSP, Wisconsin Rapids, 10-13-38.

AUGUST 3

NEW, Martin R. O'Brien, Aurora, Ill. —Granted CP 1250 kc 250 w D.

NEW, Cumberland Bcstg. Co., Fayetteville, N. C.—Granted 1340 kc 250 w D.

NEW, Harry M. Ayers, Anniston, Ala. —Granted CP 1420 kc 100 w D.

KBTM, Jonesboro, Ark.—Granted vol. assign. license to Regional Bcstg. Co.

SET FOR HEARING—NEW, Springfield Bcstg. Corp., O., CP 1310 kc 100 w unl.; NEW, J. Samuel Brody, Sumter, S. C., CP 1310 kc 100-250 w unl.; KEX, Portland, Ore., CP directional, change 1180 to 1160 kc, increase to unl., Simul.-WOWO; WTMV, E. St. Louis, mod. license N to 250 w; WRAW, Reading, Pa., CP increase to 250 w; WIRE, Indianapolis, mod. CP increase N 1 to 5 kw; NEW, Enrique Abarca Sanfeliz, San Juan, P. R., CP 580 kc 1 kw unl.; NEW, Bernard Goldsmith, Metuchen, N. J., CP 1420 kc 100 w D; WHB, Kansas City, CP move trans., new equip., antenna, increase to 10 kw unl directional; KWNO, Winona, Minn., mod. license to 250 w unl.; WTEL, Philadelphia, mod. license to 1500 kc unl.; WAAW, Omaha, vol. assign. license to Central States Bcstg. Co.; NEW, South Neb. Bcstg. Co., Hastings, CP 920 kc 1-5 kw directional; NEW, Albert S. and Robert A. Drohlich, Sedalia, Mo., CP 1500 kc 100-250 w unl.

MISCELLANEOUS—Issuance of CP to WATR, Waterbury, Conn., ordered on receipt of judgment from Federal court; oral argument in Pottsville Bcstg. Co. case postponed in accordance with Federal court decision; Associated Radiocasting Corp. denied motion to dismiss and return applic. National Life & Accident Insurance Co. and Earle C. Anthony Inc. to increase to 500 kw.

AUGUST 8

MISCELLANEOUS — NEW, Tacoma Bcstrs., Tacoma, Wash., granted auth. take depositions; WRTD, Richmond, Va., same; WBNX, New York, denied petition cancel oral argument Ex. Rep. I-661; WHBL, Sheboygan, Wis., denied immediate action on applic. increase power; KOCY, Oklahoma City, granted CP move trans., new radiator.

AUGUST 9

MISCELLANEOUS — WTCN, Minneapolis, granted CP change equip; KDKA, Pittsburgh, granted license for CP change equip; KLBM, La Grande, Ore., granted mod. CP change equip.; KGVO, Missoula, Mont., granted license for CP increase D 1 to 5 kw; KRIC, Beaumont, Tex., granted license for CP new station 1420 kc 100-250 w unl.

AUGUST 10

KHUB, Watsonville, Cal.—Granted auth. voluntarily assign license to John P. Scripps.

AUGUST 10

MISCELLANEOUS — NEW, Eugene DeBogory, Dallas, denied as in default applic. CP 1500 kc 100 w D; NEW, Voice of S. C., Spartanburg, S. C., dismissed without prejudice applic. withdrawal facsimile applic.; the following, originally set for hearing, were withdrawn without prejudice: NEW, Larry Rhine, San Francisco; WGTM, Wilson, N. C.; WCAZ, Carthage, Ill.; KWTO, Springfield, Mo.; KARK, Little Rock, granted extension for amendment; Charles L. Jaron, Fergus Falls, Minn., granted auth. take depositions; KPRC, Houston, granted extension temp. auth. 5 kw; WJBO, Baton Rouge, La., granted extension temp. auth. Simul.-WTAW; WMIN, Minneapolis, granted auth. take depositions; NEW, Michael J. Mingo, Tacoma, Wash., same; WPRA, Mayaguez, P. R., denied order for denial of WTAR request oral argument; oral argument granted for 10-13-38 to First Baptist Church, Pontiac; NEW, Nathan Frank, New Bern, N. C.; NEW, Greenville Bcstg. Co., Greenville, N. C.

SET FOR HEARING—NEW, WJMS, Ashland, Wis., CP 1200 kc 100-250 w unl.; KRSC, Seattle, CP increase 250 to 500 w; WIS, Columbia, S. C., exp. auth. satellite station at Sumter; WFAS, White Plains, N. Y., auth. transfer control to Valentine E. Macy Jr. and J. Noble Macy; WDEL, Wilmington, Del., mod. CP increase D to 1 kw; WIP, Philadelphia, CP amended to move trans., new antenna, increase 1 to 5 kw.

Examiners' Reports . . .

WKEU, Griffin, Ga.—Examiner Dalberg recommended (I-688) that applic. CP change 1500 kc 100 w D to 1310 kc 100-250 w unl. be denied.

KATE, Albert Lea, Minn.—Examiner Hill recommended (I-689) that applic. increase 250 w D to 100-250 w unl. be granted.

WTAQ, Green Bay, Wis.—Examiner Hill recommended (I-693) that applic. increase D to 5 kw be granted.

NEW, Emporia Bcstg. Co., Emporia, Kan.—Examiner Seward recommended (I-694) that applic. CP 1370 kc 100 w D be granted.

WRDO, Augusta, Me—Examiner Arnold recommended (I-695) that applic. renewal license be denied.

WTAD, Quincy, Ill.—Examiner Bramhall recommended (I-696) that applic. change D to unl. 1 kw be granted.

WRBL, Columbus, Ga.—Examiner Dalberg recommended (I-697) that applic. mod. CP 1200 kc 100-250 w to 1330 kc 1 kw unl. directional N be granted.

WNLC, New London, Conn.—Examiner Irwin recommended (I-698) that applic. mod. license D to unl. be granted.

NEW, U. S. Bcstg. Co., Washington—Examiner Dalberg recommended (I-699) that applic. CP 1310 kc 100 w unl. be dismissed with prejudice.

NEW, Chester Howarth, Clarence Berger, Wallace, Idaho—Examiner Bramhall recommended (I-700) that applic. CP 1420 kc 100-250 w unl. be granted.

Flight Is Futile

DESCRIPTION of a hit-run motorist broadcast by KFAM, St. Cloud, Minn., received by another driver as he passed the sought-after car on the road, brought apprehension of Henning Olson, Eagle Bend, Minn., when the vigilant listener reported seeing the fleeing car to Deputy Sheriff J. F. Adams. Acting on the tip, Sheriff Adams went on the trail and found Olson, who had struck and injured two boys, straightening his crushed fender. Sheriff Art McIntee of Stearns county commented that he believed the hit-run driver never would have been found without KFAM's help.

NEW, Eastern Carolina Bcstg. Co., Goldsboro, N. C. — Examiner Bramhall recommended (I-702) that applic. CP 1370 kc 100 w unl. be granted.

WHP, Harrisburg, Pa.—Examiner Berry recommended (I-704) that applic. increase to 1-5 kw be granted.

NEW, P. W. Spencer, Rock Hill, S. C. —Examiner Dalberg recommended (I-703) that applic. CP 1500 kc 100 w D be granted.

WNAX, Yankton, S. D.—Examiner Dalberg recommended (I-705) that applic. renew license be granted; that transfer control to S. D. Bcstg. Corp. be granted.

HOT FROM THE BALLOT FRONT

Stations Use Unique Pickups to Bring Returns —In Brisk Kentucky Gubernatorial Race—

TO BRING Washingtonians a first-hand account of Kentucky's red-hot primary fight between Senator Alben Barkley and Gov. "Happy" Chandler Aug. 6, Paul Porter, CBS Washington counsel and a native Kentuckian, went into the State and by telephone established a one-station hookup with WJSV, CBS station, interviewing both candidates on election night. With the cooperation of WHAS, Louisville, over which election returns were sponsored all evening by a local brewery, Interviewer Porter handled two half-hour and one quarter-hour broadcasts for the Washington station on election day, including pickups from the homes of the candidates.

WCKY, Cincinnati, also gave special coverage of the Kentucky voting on its five-hour *Gruen Watch Election Party*, sponsored by Gruen Watch Co., Cincinnati. Starting at 8 p. m. the Gruen program remained on WCKY until 1 a. m., carrying returns compiled by staff members, along with comment and interviews direct from campaign headquarters. Lines were also installed to the home of Senator Barkley in Paducah and the executive mansion of Governor Chandler in Frankfort.

In addition to returns gathered by its own staff, WCKY carried Transradio Press summaries from time to time, as well as individual reports from the 120 county chairmen of each of the two senatorial candidates. Local returns from Northern Kentucky were aired from the Covington studios.

The WCKY Louisville crew included Mendel Jones, production manager; Bev Dean, Joe Graham and Charles Topmiller, while the home studios were in charge of Elmer H. Dressman, continuity director, Elmer Baughman and Jack Foster.

During the Ohio primaries Aug. 9, WCKY, cooperating with the *Cincinnati Post*, broadcast returns from a special studio set up in the editorial room of the *Post*. Mendel Jones and Frank Koester, *Post* promotion manager, were in charge of these broadcasts of results gathered by *Post* reporters in Hamilton county and thoughout Ohio.

WREC, Memphis, claimed a big scoop on the Aug. 4 Tennessee primaries with on-the-spot broadcasts, arranged by Hoyt B. Wooten, president and owner of WREC, in cooperation with WLAC, Nashville; WDOD, Chattanooga and WROL, Knoxville. Over special leased wires WREC gave its listeners accounts of the trend of voting in the four large cities of the State. In addition, the station also set up its own United Press bureau and another in the office of the Chief of Police in Memphis for city and county returns.

AUSTRALIAN GROUP ORGANIZE NETWORK

AUSTRALIA'S second national chain system came into being this month with the organization of the Macquarie Broadcasting Network, composed of 15 outlets in the six states, operating on an initial capital of $1,000,000. The project is headed by Sir Hugh Denison, publisher of the *Sydney Sun*, who is also closely aligned with Cinesound Studios, the Antipode's only regular film producing company.

American transcriptions will be handled by American Transcription Agencies, Savoy House, Synney. This business was formerly conducted in Australia by 2GB, key station of the new network. Miss Grace Gibson, former Los Angeles radio figure, recently returned from a trip in the States, will be associated with transcription sales. Dr. Ralph L. Power, 2GB's representative in the United States for the last four years, has been reappointed in the same capacity.

World Broadcasting System of Australia, agent for the American producers, is also affiliated with Macquarie. Featureradio Sound Productions (N.S.W.) Pty. Ltd., of Sydney, a record processing and pressing factory, has been incorporated in the Macquarie company as the Australian Record Co.

NEW, Mountain Top Trans Radio Corp., Denver—Examiner Hill recommended (I-706) that applic. CP 1310 kc 100-250 w unl. be denied.

NEW, Inland Empire Bcstg. Co., Pasco, Wash.—Examiner Bramhall recommended (I-707) that applic. CP 1310 kc 100 w unl. be denied.

KEEN, Seattle—Examiner Hyde recommended (I-708) that applic. change 1370 kc 100 w Sh.-KRKO to 1420 kc 100-250 w unl. be granted.

KVOA, Tucson, Ariz. — Examiner Arnold recommended (I-709) that applic. transfer control KVOA to KTAR Bcstg. Co., Phoenix, be granted.

Applications . . .

AUGUST 3

WTFC, Kinston, N. C.—CP new antenna, move trans., studio.

KRIC, Beaumont, Tex.—License for CP as mod. new station.

WKBH, La Crosse, Wis.—License for CP new trans.

KWJB, Globe, Ariz.—License for CP.

KUTA, Salt Lake City—License for CP.

WGL, Fort Wayne, Ind.—License for CP change equip.

W3XP, Philco Radio & Telev. Corp., Philadelphia—License for CP television.

AUGUST 8

WHBC, Canton, O. — Mod. CP new equip., increase power, re trans., antenna, studios.

WBRE, Wilkes-Barre, Pa.—License for CP change equip., increase power.

AUGUST 12

WPG, Atlantic City—Vol. assignment license to Greater N. Y. Bcstg. Corp., CP change hours spec. to unl., move to New York, use WBIL trans., asks WBIL and WOV facilities.

WBAL, Baltimore—CP new trans., antenna, change to unl., increase to 50 kw.

WHDH, Boston—CP increase 1 to 5 kw unl., new trans., antenna.

KFPW, Fort Smith, Ark.—CP increase D to 250 w, new antenna.

KLUF, Galveston, Tex.—Vol. assign. CP to KLUF Bcstg. Co.

KDAL, Duluth—Auth. transfer control to Dalton A. and Charles L. Masurier.

KWEW, Hobbs, N. M.—License for CP new station.

NETWORK ACCOUNTS

(All time EDST unless otherwise specified)

New Business

PET MILK SALES Corp., St. Louis (Pet Evaporated Milk), has renewed *Your Pet Parade*, Sat. 9:30-10 p. m. (EST) starting Oct. 1 on 54 CBS stations. Gardner Adv. Co., St. Louis, is agency.

PHILIP MORRIS & Co., N. Y. (Paul Jones cigarettes) on Aug. 1 started *John Hughes' News & Views* on 4 Mutual-Don Lee stations in Northern California, Mon. thru Fri., 7:15-7:30 p. m. (PST). Agency: Biow Co., N. Y.

ALLIS-CHALMERS Mfg. Co., Milwaukee (tractors), on July 22 began *Sunrise Serenaders* on Texas Quality Network, Tues. & Fri., 6:45-7 a. m. (CST). Agency: Bert S. Gittins, Adv., Milwaukee.

H. FENDRICH, Evansville, Ind. (cigars), on Oct. 2 starts *Smoke Dreams* on 21 NBC-Blue stations, Sun., 3-3:15 p. m. Agency: Ruthrauff & Ryan, Chicago.

GENERAL MILLS, Minneapolis (Corn-Kix), on Aug. 22 starts *Those Happy Gumans* on 12 NBC-Red stations, Mon. thru Fri., 1:45-2 p. m. Agency: Blackett-Sample-Hummert, Chicago.

WHEATENA Corp., Rahway, N. J. (cereal), on Sept. 19 starts a children's program featuring Ford Rush on 12 MBS stations, Mon., Wed., Fri., 5:45-6 p. m., and repeats. Agency: Roorbaugh & Gibson Adv. Agency, Philadelphia.

VADSCO SALES Corp., New York (Quimax), on Oct. 9 starts *Court of Human Relations* on 8 MBS stations, Sun., 4:30-5 p. m. Agency: Lawrence C. Gumbinner Adv. Agency, N. Y.

LAMONT, CORLISS & Co., New York (Nestle's Eveready cocoa), on Oct. 4 starts *Quite by Accident* on 2 NBC-Red stations (WEAF, WMAQ), Tues., 7:30-8 p. m. Agency: Cecil, Warwick & Legler, N. Y.

Renewal Accounts

ANACIN Co., Jersey City (Anacin headache tablets), on Sept. 29 renews *Just Plain Bill* on 19 NBC-Red stations, Thurs., Fri., 10:30-10:45 a. m. Agency: Blackett-Sample-Hummert, N. Y.

KOLYNOS Co., New Haven (toothpaste), on Sept. 26 renews *Just Plain Bill* on 19 NBC-Red stations, Mon. Tues., Wed., 10:30-10:45 a. m. Agency: Blackett-Sample-Hummert, Chicago.

WYETH CHEMICAL Co., New York (Freezone), on Sept. 29 renews *John's Other Wife* on 19 NBC-Red stations, Thurs., Fri., 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert, N. Y.

RICHFIELD OIL Corp., Los Angeles (petroleum products) on Aug. 14 renewed for 52 weeks *Richfield Reporter* on six NBC-Red Pacific Coast stations, daily 10-10:15 p. m. Agency: Hixson-O'Donnell Adv., Los Angeles.

WANDER Co., Chicago (Ovaltine) on Sept. 26 renews for 39 weeks transcribed *Little Orphan Annie* on 12 Mutual-Don Lee California stations, Mon. thru Fri., 5:45-6 p. m. Agency: Blackett-Sample-Hummert, Chicago.

DISC REHEARSALS

Klein Smooths Rough Edges Via Transcription

RECORDINGS will be used to smooth out production of all live talent shows produced by BBDO, Chicago, according to Henry Klein, radio director of the agency. This technique is being used by Mr. Klein in the production of *It Can Be Done*, a Wednesday evening CBS series featuring Eddie Guest. The players are assembled on Tuesday morning for an hour rehearsal with sound and at the end of the hour they record the dramatic portion of the show.

Mr. Klein spends the remainder of the day playing the transcription, picking out flaws and planning methods of heightening the effectiveness of each scene. On Wednesday morning the cast hears the transcription, notes its errors and makes further suggestions. Sound and musical effects can be blended smoothly and the entire rehearsal completed in record time, according to Mr. Klein.

CHAS. H. PHILLIPS Chemical Co., New York, on Sept. 26 renews for 52 weeks *Lorenzo Jones* on 23 NBC-Red stations, Mon. thru Fri., 11:15-11:30 a. m. Agency: Blackett-Sample-Hummert, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Sept. 28 renews *Paul Whiteman and His Orchestra* on 95 CBS stations, Wed., 8:30-9 p. m. (rebroadcast 11:30-midnight). Agency: Newell-Emmett Co., N. Y.

CHRYSLER Corp., New York, on Sept. 15 renews for 52 weeks *Major Bowes* on 80 CBS stations, Thurs., 9-10 p. m. Agency: Ruthrauff & Ryan, N. Y.

AFFILIATED PRODUCTS, Chicago (Louis Phillipe lipstick), on Sept. 26 renews *Johns' Other Wife* on 19 NBC-Red stations, Mon., Tues., Wed., 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert, Chicago.

MIDWAY CHEMICAL Co., Chicago (Fly-ded, Aero White), on Sept. 26 renews *Mrs. Wiggs of the Cabbage Patch* on 19 NBC-Red stations, Mon. thru Fri., 10-10:15 a. m. Agency: Blackett-Sample-Hummert, Chicago.

Network Changes

PHILIP MORRIS & Co., New York (Philip Morris cigarettes), on Aug. 13 replaced *Front Page News* with *The Psychic Detective* on its CBS *Johnny Presents* program. The first case in the new series was that of Jack the Ripper, who was finally captured through a series of dreams reported to police. P-M agency is the Biow Co., New York.

F. W. FITCH Co., Des Moines, Ia. (shampoo), on Sept. 4 replaces *Interesting Neighbors* with the *Fitch Bandwagon* on 41 NBC-Red stations, 7:30-8 p. m.

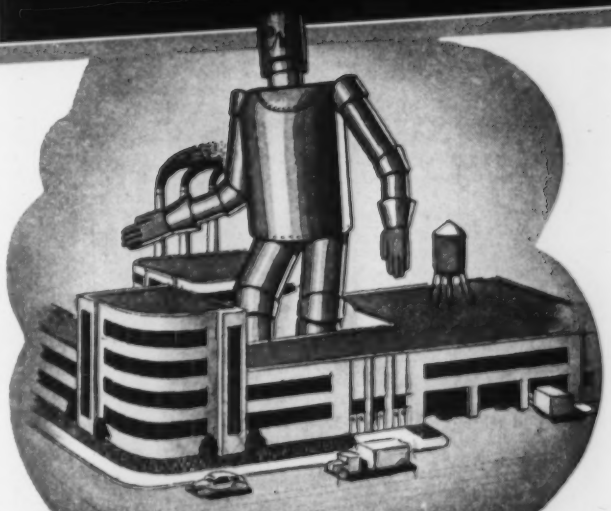
KELLOGG Co., Battle Creek (Krispies), on Aug. 15 starts *Don Winslow of the Navy* on 10 NBC stations (WJZ WBZ-WBZA WFIL WBAL WMAL WSYR WHAM WEBR KDKA), Mon. thru Fri., 4:30-4:45 p. m., adding six stations on Sept. 26 (WEAN WICC WHK WSPD WXYZ WJTN). On Sept. 26 will be broadcast 5-5:15 p. m. on WENR WLW WREN KOIL KMA. Agency: Hays MacFarland & Co., Chicago.

Gates Remote Equipment—

"Does a Better Job at a Lower Cost"

GATES RADIO & SUPPLY CO. Quincy, Ill.

You may not have known it...But it's a fact!



NONE OF US ARE ROBOTS

We don't oil our joints or wear tin suits. Just because we're part of a large organization doesn't mean that we're any different from other people. There may be more of us and we may have more facilities to work with, but we're just as human as you are.

Our friends who visit our plant have a chance to know us. It's important because any firm is just the sum of all the people who work for it. If they're capable, sincere and on their toes, you'll want to do business with them. That's why we want to tell you who we are.

First, we have research men whose work has brought you more efficient and less expensive transmitters, tubes, microphones and antennas.

Then, we have experienced engineers who have known broadcasting since that powerful little fifty watter was fired up in Pittsburgh. We have young engineers who distinguished themselves in school and whom we were glad to hire.

Also, we have trained accountants to help us operate efficiently. We have a skilled and careful purchasing department. We have salesmen who know their job and know broadcast engineering, too.

We have foremen who take pride in making fine apparatus. And we have factory workers who are among the highest paid in the industry. We're proud of that because it enables us to keep skilled workers with us.

That's who we are. That's why, when you buy RCA equipment you're buying from the men who can design, make and sell you what you want.

An Advertisement of

RCA MANUFACTURING COMPANY, INC.

KQV's Broadcasts Of Pirates Games Enjoined by Court

General Mills, Socony Secure Injunction Pending Suit

A PRELIMINARY injunction to put a stop to alleged "pirating" of baseball broadcasts by KQV, Pittsburgh, pending action in a $100,000 damage suit, was issued Aug. 8 by Federal Judge F. P. Schoonmaker, of the U. S. District Court. The injunction was asked jointly by Pittsburgh Athletic Co., General Mills, Socony-Vacuum Oil Co. and NBC, suing KQV Broadcasting Co. for damages resulting from its "unauthorized" play-by-play broadcasts of Pittsburgh Pirates games, both at home and away [BROADCASTING, July 15, Aug. 1].

Judge Schoonmaker, in view of KQV's stipulation July 12 that it had discontinued and would not resume broadcasts of out-of-town games, did not extend the injunction ruling to include away games, since "there appears to be no danger of imminent injury to the rights of the plaintiffs."

By the ruling, KQV is enjoined from broadcasting play-by-play accounts of Pirates games in Forbes Field before "official termination" of the contests; inducing any subscriber to news reports of the games to give away or sell these accounts, or in any way using them while the game is in progress; interfering with the "exclusive rights" of General Mills' and Socony-Vacuum's broadcast privileges; rebroadcasting KDKA descriptions of the games; and advertising such broadcasts, among other regulations. The injunction order also called for posting of $10,000 bond by KQV.

Property Right

In his opinion, Judge Schoonmaker declared that, since General Mills and Socony-Vacuum have contracted with Pittsburgh Athletic Co., owner of the Pirates, for cosponsorship of exclusive play-by-play broadcasts, they have a property right with which KQV is interfering, despite the station's contention it is within its rights in broadcasting descriptions secured by its own observers stationed at vantage points outside Forbes Field. Observing that both defendant and plaintiffs are using baseball news as material for profit, the court described as "unfair competition" KQV's use of its facilities "for giving out the identical news obtained by its paid observers stationed at points outside Forbes Field for the purpose of securing information which it cannot otherwise acquire."

The communication of news of ball games by the Pittsburgh Athletic Co. or its licensed news agencies, Judge Schoonmaker held, is not a general publication and does not destroy its property right in the reports, and he cited the so-called "ticker cases" to support his view. On the unfair competition feature of the case, he cited *INS* vs. *AP* (248 U. S. 215), which holds that transmission of news for commercial use in competition with a complainant is "a very different matter" from spreading such information "for any legitimate purposes not unreasonably interfering with the complainants' rights to make merchandise of it". He also cited the recent *20th Century Sporting Club* vs. *Transradio Press Service* case, in which the New York Supreme Court applied the principles of unfair competition to a broadcast of the Louis-Farr fight and entered an injunction.

"The fact that no revenue is obtained directly from the broadcast is not controlling, as these broadcasts are undoubtedly designed to aid in obtaining advertising business," Judge Schoonmaker declared, in speaking of KQV's contention that it was not unfairly competing with the sponsors because it obtains no compensation from its Pirates broadcasts.

Late News and Personal Notes

D. D. DURR, Southern California advertising manager of Tide Water Associated Oil Co., Los Angeles, has resigned effective Aug. 15 to become chairman of the newly-formed Los Angeles Newspaper Publishers Assn. His successor is Nat A. McKown, transferred from San Francisco where he was assistant advertising manager of Associated, working under Harold Deal. McKown will have charge of Associated advertising in southern California, Arizona and Nevada.

SAM C. MITCHELL, advertising manager of the Kelvinator division of Nash-Kelvinator Corp., resigned this month and planned to take a lengthy vacation. Walter Jeffrey has been designated acting advertising manager.

WANDA WEAVER, formerly of Buchanan & Co., Chicago, has been named an account executive of Ruthrauff & Ryan, that city.

BILL RING, formerly with KWTO-KGBX, has returned to the staff of the Springfield, Mo., stations, after a brief interlude as a night club emcee. Karl Zomar, who conducted the KWTO-KGBX *Man-on-the-Street* broadcasts and the KWTO *Scrapbook of Radio Poetry*, has resigned. Floyd Sullivan, head of the KWTO-KGBX news departments, takes over the *Man-on-the-Street broadcast, while* Merwyn Love is handling the radio poetry book.

MILTON WEINBERG, president of Milton Weinberg Adv. Co., Los Angeles, was to leave in mid-August for New York to contact clients on fall radio activities.

THOMAS HUTCHINSON, NBC's television program director, returns to New York Aug. 15 from a European inspection tour, during which he studied television practices in England, Germany, France and Holland.

EUGENE W. RITTER has been promoted to general manager of the RCA Mfg. Co.'s Harrison plant, replacing the late J. C. Warner. D. F. Schmit has been named to succeed Mr. Ritter as manager of research and engineering at the company's tube plant.

WALTER ZIVI, of Selviar Broadcasting System, Chicago agency, has written a play about an advertising agency and its troubles with a radio client called "Come Blow Your Horn". The play is enjoying a successful summer run at Oconomowoc, Wis.

W. B. HENRI, president of Henri, Hurst & McDonald, Chicago, and N. H. Pumpian, director of media., gave a preview in Cincinnati Aug. 12 of the *Smilin Ed McConnell* show, a series to begin Sept. 16 for Ballard & Ballard Co., Louisville (Oven Ready biscuits). The preview was attended by 25 of the firm's sales executives.

EDGAR P. KAMPF, formerly with NBC master control, has joined E. V. Brinckerhoff & Co., New York transcription company, as vice-president in charge of engineering.

WALTER R. BISHOP, public relations director of WRVA, Richmond, on Aug. 15 served as a judge in the contest to select "Miss Virginia" who will go to Atlantic City to enter the national competition for the title "Miss America".

Wilder Shifts Personnel

CHANGES and additions to the executive personnel of two New York state stations and one in Vermont have been announced by the Central New York Broadcasting Corp. headed by Harry C. Wilder. Charles Denny, formerly commercial manager of WSYR, Syracuse, leaves his post to become general manager of WJTN, Jamestown, N. Y. Herman Steinbruch, of New York City, goes to WNBX, Springfield, Vt., as general manager, replacing Phil Hoffman, who goes to Syracuse as national sales manager for all three stations involved — WSYR, WJTN, and WNBX.

Baker to W. Va. Network

C. ALLEN BAKER, formerly with the old WPHR, Petersburg, Va., and recently with the same station now operating in Richmond as WRHL, has joined the West Virginia Network as national commercial manager, effective Aug. 12. He also holds that post at WCHS, Charleston key station where he will headquarter. Other stations in the group are WBLK, Clarksburg, and WPAR, Parkersburg. Mr. Baker started in radio about five years ago at WGH, Newsport News, Va.

Changes at KOCY

KOCY, Oklahoma City, recently purchased by new interests, will begin operation with entirely new equipment about Sept. 1, Manager M. H. Bonebrake announced Aug. 11. A Collins 250 100-watt transmitter is being installed, together with a 172-foot self-supporting steel Truscon radiator, atop the Plaza Court Bldg. Studios are being completely revamped, and about $10,000 will be spent. Ed Flynn, formerly of E. Katz Agency, Detroit, has joined the KOCY sales staff. Mr. Bonebrake, formerly sales manager of WKY, Oklahoma City, has been succeeded at that station by Bob Chapman, formerly of the national advertising department of the *Daily Oklahoman* and *Times*.

Ken Douglas Heads KTOK

KEN DOUGLAS, formerly of WBAP, Fort Worth, has been appointed general manager of KTOK, Oklahoma City, by Harold V. Hough, owner. He succeeds Joseph W. Lee, who has been transferred to Fort Worth, and presumably will be assigned either to WBAP or KGKO, both of which Mr. Hough directs. It is expected Mr. Douglas will become managing director of the Oklahoma Network, keyed from KTOK.

RADIO ATTRACTIONS Inc., New York, recently formed to distribute transcribed radio programs, has been appointed exclusive distributor for Atlas Radio productions in the Eastern states. John McCosker, formerly with WOR, Newark, has joined the organization and will cover Virginia, West Virginia, Delaware, Maryland and the District of Columbia.

Radio Industry Leaders Aid N. Y. College Course

A 16-WEEK survey course in the theory and practice of radio broadcasting will be started Sept. 28 by the College of the City of New York, conducted by Seymour N. Seigel, program director, WNYC, New York's municipally owned station. Designed as a practical training course for young men and women intending to make a career of radio, the curriculum will cover the entire field of program building, production, publicizing and presentation, presented in a series of lectures by Dr. Siegel and a number of experts in the various phases of broadcasting who will appear as guest lecturers. Trips to NBC, CBS, MBS and WNYC will supplement the classroom sessions.

Guest lecturers include: Isaac Brimberg, chief engineer, WNYC; Orrin E. Dunlap Jr., radio editor, *New York Times*; Homer Fickett, director, *March of Time*, BBDO; Bert Greene, secretary to Alfred McCosker, president, WOR; Felix Greene, foreign representative, British Broadcasting Corp.; J. Harrison Hartley, assistant director of special events, NBC; John S. Hayes, assistant production manager, MBS; Stockton Helfrich, assistant manager, script department, NBC; Dr. Herman Hettinger, professor of merchandising, Wharton School, U. of Pennsylvania; George W. Johnstone, director of public relations and special features, MBS; Pat Kelly, chief announcer, NBC; Dr. Clyde Miller, Columbia University, secretary of the Institute for Propaganda Analysis; George Mitchell, assistant corporation counsel, City of New York; Herbert Moore, president, Transradio Press Service; Gerald Morris, superintendent of telegraph, N. Y. C. Police Department; Victor M. Ratner, director of sales promotion, CBS; William Robson, director, Columbia Workshop, CBS; Julius Seebach, director of program operations, MBS; Dr. Frank Stanton, manager, research division, CBS.

Don Lee-Mutual Change Pacific Coast Personnel

PREPARING for a heavy fall schedule of coastwide as well as transcontinental sponsored programs, Don Lee Broadcasting System, Pacific Coast outlet of Mutual, has reorganized and made personnel changes at KHJ, Los Angeles.

Van Newkirk, for the last year special events director, has been appointed director of program operations for the entire network. This eliminates the position of program director at present held by Jack Joy, who leaves the station Aug. 22. Charles Penman, for the last eight years program director of WJR, Detroit, will become head of the KHJ production department on that date. He succeeds Ted Bliss resigned. James Burton, chief announcer, takes on additional duties of studio operations director. Wayne Griffin, continuity editor, will also become public contact man of the production department.

Jaime del Valle, head of the KHJ transcription division, has been promoted to television program director of the station, working under Newkirk and Harry R. Lubcke, Don Lee television director. Ed Robinson, asistant to del Valle, has been placed in charge of the transcription division.

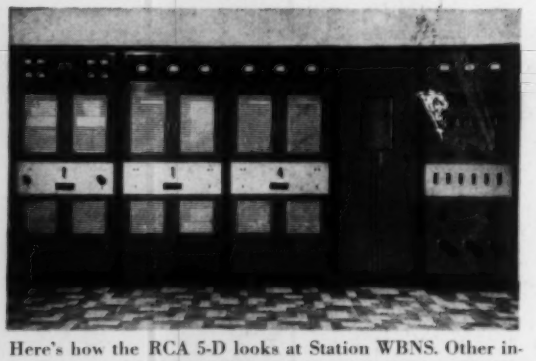
the story of "MID-STREAM"

WLW has available for sponsorship the new *listener-tested* show "Mid-Stream", the powerful day-time serial written up to night-time standards. In "Mid-Stream" we have developed a pace-making spirit and tempo; a successful treatment that makes it a top feature. It is the story of the dramatic struggles and family problems facing a husband and wife who are at the mid-stream of their lives. In it is the thoughtful, careful writing and production that have made WLW's great creative reputation. "Mid-Stream" has been *listener-tested* during the past three months on both WLW and the Mutual network—a proven program. Won't you let us show you how you can really stretch your budget by producing daytime serials in Cincinnati with the facilities of

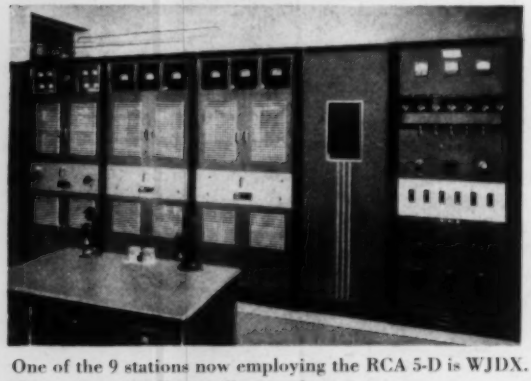
WLW—THE NATION'S STATION
CINCINNATI

-and the RCA 5-D proves it in actual service!

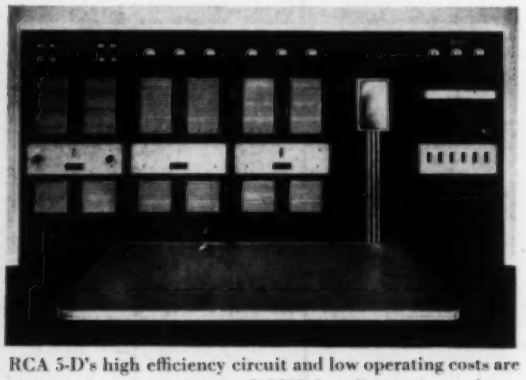
Shown here is RCA 5-D installation at Station WBRC.



Here's how the RCA 5-D looks at Station WBNS. Other installations at WGAR, KDYL, WIRE, WLB, WRC and TGW.



One of the 9 stations now employing the RCA 5-D is WJDX. Transmitter installation illustrated.



RCA 5-D's high efficiency circuit and low operating costs are pleasing the owners of station KGKO. Installation shown above.

NO IDLE CLAIMS are these—every one of them is a fact—a fact proved by actual service! That's why if you're thinking of getting a new 5 kw. transmitter, the RCA 5-D is your wisest choice. It will do for you all it has done for the 9 stations now using it. And that means the finest in performance—plus great savings in operating costs!

And these features are valuable to you

Simple to adjust
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Long tube life
—low operating costs

Full power in the antenna

No water cooling
—lower installation costs

Vertical chassis construction.

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